

How to Design, Implement & Measure Your Successful Litter Program

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Compiled by a sub-committee composed of members of the
Virginia Council on Litter Prevention and Recycling

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H. Special Thanks to the Team Members

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2. Debbie Blanton, Hampton Clean City Commission
3. Megan Brown, Keep Henrico Beautiful
4. Ann Masters, Clean Valley Council
5. Gloria Puffinburger, Frederick County
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A. Introduction

What elements does a good litter program possess?

How can a litter manager know whether or not his/her locality has a good litter program and what can be done to improve it? Litter Managers throughout the Commonwealth have asked these questions.

In December 2006, a checklist of possible elements that a litter program should possess was presented to the Council on Litter Prevention and Recycling for their consideration in defining what a model litter program should look like. The suggested elements were derived from the original *Virginia Plan* and are elements that the Virginia Department of Environmental Quality (DEQ) asks for information about on the application for the Non-Competitive Litter Prevention and Recycling Grant. Originally, a program had to have the following to qualify for a non-competitive litter prevention and recycling grant:

- 1' Planning and Organization
- 1' Recycling
- 1' Youth Education
- 1' Cleanups
- 1' Law Enforcement
- 1' Public Communication
- 1' Adopt-a-Programs

Formation and Purpose of the Litter Team:

In January 2007, a Litter Team was formed to help identify what defines a model litter program. Clara Mills, Spotsylvania County, Debbie Blanton of Hampton's Clean Community Commission, Megan Brown of Keep Henrico Beautiful, Ann Masters of the Clean Valley Council, and Gloria Puffinburger of Frederick County determined that individual programs that work well for their respective jurisdictions are unique and can't necessarily be replicated in other parts of Virginia. Instead, they chose to identify benchmarking steps that litter managers can use as a guide for measuring the effectiveness of their program, and use to improve their programs.

Although the Litter Team defined beginning, intermediate and advanced benchmarking steps for litter managers, the Team acknowledged that a Litter Program may not fit neatly into just one category as it may have elements from all three benchmarking lists.

Use of the Benchmarking Steps:

The Litter Team intends for these steps to be a tool for litter managers. The Litter Team believes that continuing education and work experience are important elements in

developing individualized litter programs. Presently the Litter Team is investigating if Litter Manager Certification is possible, and what would be included in the curriculum. The benchmarking steps are also a guide for the Council on what types of training might be needed for Litter Managers.

Sample Litter Manager Job Descriptions:

The job descriptions for Litter Program Managers can vary greatly. Ideally, they should include responsibilities that relate to the benchmarking steps as identified by The Team. Some Litter Managers have multiple responsibilities that pertain to more than managing just a litter program for the jurisdiction. The position descriptions are provided in order to assist local governments in the creation and updates of the responsibilities of their litter managers.

Examples of Litter Programs:

Some litter managers have provided information on their litter programs as samples of programs that are operating in their jurisdictions. Litter programs vary in scope and size. All litter managers are encouraged to provide information about their programs so that ideas can be shared. Information about litter programs is helpful to other litter managers so that they can see what is being done in other localities and how programs can be modified for their jurisdictions. Litter managers are encouraged to borrow, share and exchange ideas on what can be done to address litter issues throughout the Commonwealth.

Information about the Non-Competitive Litter and Recycling Grant and Special Project Funding from the Virginia Department of Environmental Quality:

Every County, City, and incorporated town is eligible to apply for the annual non-competitive litter and recycling grant. Grant funding for each locality is based upon how much has been collected in litter taxes from businesses during the previous cycle. The money is distributed to each locality that applies and meets the criteria to receive funding, with the grant allocation based upon their population and road miles. Every locality is encouraged to apply for the non-competitive litter and recycling grant.

If an entity is interested in receiving funds for a special litter or recycling project, they are encouraged to apply for special funding. Their application and request will go before the Virginia Litter Control and Recycling Fund Advisory Board (Fund Board) for consideration. There is no deadline for applying for special funding, although the Board will not know how much is available until after August when the litter taxes for the previous year have been collected.

B. Local Government Steps to Establishing a Litter Program

Hire a Litter Manager

A litter program must have a person that is identified as the litter manager for the jurisdiction. Samples of job descriptions and employee titles are provided in the section IV.

Local Government should apply for the annual grant for litter prevention and recycling.

See Section VI – Department of Environmental Quality Litter and Recycling Grants

C. Litter Prevention Program Benchmarking Lists

1. Beginning (1 - 2 years)

Litter Website

If there is a government website, there should be a page with local litter information.

Market the Litter Program

The marketing segment should produce outreach materials to market and advertise the litter program.

Community Outreach

The litter manager should plan to attend community events and set up a booth and have litter information available.

Volunteer Recruitment and Management

Establish a plan to recruit volunteers and recognize them for the work that they do for your program. Reach out to community service groups such as the Kiwanis Club, Boy/Girl Scouts, etc.

Coordinate a Litter Pick up

The litter manager should plan one community-wide clean-up per year.

Training

The litter manager should seek personal growth training opportunities to assist you in managing and developing your litter programs.

2. Intermediate (2 - 5 years)

Create an Interested Parties Mailing List

Establish a database with contact information so that you can communicate with groups of interested parties.

Have resources available for public use to teach about litter

Create a display that can be borrowed. Compile lesson plans, books, and other resources and make them available to local leaders. Send the schools, group leaders, and other interested parties an email, letter, or postcard to let them know what you have available to them.

Establish an in-school program

Partnership with the schools and prepare to go into schools to do presentations about litter. Let the schools know that you would like to come by sending them emails, letters or postcards with what you are offering and follow up with phone calls.

Establish relationships with environmental groups in your jurisdiction that share similar missions

Meet the local master gardeners, soil and water conservation district representative, agricultural extension agent, etc. Establish liaisons between their organizations and your litter program. Work with them to provide support, promote and advertise each other's programs.

Investigate "Adopt-a" Programs

Partnership with the local Adopt-a-Highway and Adopt-a-Stream program managers. Meet them and establish ways that you can work together to promote and support each other's programs. Establish other Adopt-a- programs in your community such as Adopt-a-School, Park, Spot, etc.

Retention of Volunteers

Develop a plan to retain your volunteers. Plan recognition events such as picnics and award ceremonies. Make participation in litter cleanup events fun and give your volunteers motivation to continue their participation. Examples include providing prizes for the strangest object found on a cleanup. Make it a scavenger hunt. Plant fun things in the area to be cleaned such as money or gift certificates. (Note: keep track of where you place the "fun litter" so that you can retrieve it if it isn't found).

3. Advanced (6+ years)

Apply for Special Project Funding, Competitive Grants, Solicit Donations and Sponsorships to Expand the Litter Program

Every litter program within the Commonwealth is different. Look at other effective litter programs within the state and throughout the nation and decide how you would like to expand your litter program. Be a pioneer and be willing to "think outside of the box."

Partnership or Sponsor an Educational Environmental Stewardship Event like an Earth Day Event

Invite the organizations in your community with similar environmental missions to the Earth Day or other environmental awareness events.

Establish Relationships with the Courts, Judges and Correctional Facilities

Meet with court officials and establish a plan for using people who are given community service to be assigned to your litter program. Establish procedures for tracking and reporting community service hours worked to the court appointed officials.

Investigate the Implementation of an Assign-a-Highway Program for your Jurisdiction

Prepare a report about the benefits of the Assign-a-Highway program and make a presentation to the local government officials. Solicit the support of the local government and judges. Hire a litter officer.

Develop a Teacher and School Outreach Program

Selling your program to the local school administrators is crucial. Contact the local school board office, or county administrator's office to get a copy of the Virginia Standards of Learning (SOLs). You can also download the SOLs from the web by going to: www.pen.k12.va.us/VDOE/Instruction/sol.html. Designing your program so that it meets the SOLs will help you to sell your program to the schools. List the targeted SOLs on the lessons/presentations that you would like to make to the school. Write to the school administrators, and follow up with a phone call. Encourage the use of an environmental curriculum, develop lesson plans that make use of an integrated curriculum (can be used to teach all the subjects, math, science, reading, social studies, etc) and list the SOLs on each plan that will be met by teaching your lesson.

Program Development and Maintenance

Evaluate your program and work on making it stronger. Each litter program will have some volunteers that are interested in doing more for their community and may be interested in becoming more involved in your program. These are your key volunteers. They can assist you like a staff member could. Train them in volunteer management and community outreach. Consider establishing intern positions in your litter program. Maximize your opportunities to seek out volunteers. Advertise on your website or Volunteer Match, local high schools and nearby colleges.

A Litter Program Addresses more than just Waste out of Place

Litter is more than just an unsightly problem. It affects human health and is a hazard to wildlife. The more that people recycle, the less trash will be created and the longer our natural resources will last. Here are some suggestions:

- Implement a Save our Streams program to educate interested groups about the harmful effects of litter in our waterways. DEQ regional staff can help the litter manager to locate streams that have been affected by litter and can do presentations to groups about the harmful effects of the runoff into streams.

Storm Drain Marking Program

Work with the Department of Conservation and Recreation to get volunteers to mark storm drains.

Implement a Recycling Element to Cleanups

Give a team that is going to conduct a pick up colored bags and clear bags. The colored bags are to contain trash while the clear bags are used for recyclables.

Consider Beautification Projects

Littered spots attract more litter. When people see an area that is nicely landscaped, they are less likely to drop their trash there.

D. Job Descriptions and Titles

Litter managers have many different titles and wear many different hats. These are some examples of actual job descriptions and their titles. This information is provided to give County Administrators, City Managers, Mayors, etc. ideas for how they might want to structure a job description to hire a litter manager.

1. Non-Profit “A”

Job Description: Executive Director

1. Responsible for maintenance/supervision of Council office and personnel. Provides supervision and direction for staff.
2. Responsible for serving as a representative/spokesperson for the Council to include:
 - (a) Fulfilling majority of adult speaking engagements
 - (b) Serving on related committees as litter representative (Blue Ridge Environmental Network, Regional Recycling Roundtable, special project planning committees, advisory committees, etc.)
3. Responsible for serving as contact point/information clearinghouse in the community to include:
 - (a) media releases ---public service announcements and articles
 - (b) filling requests for information from citizens, media and other agencies
 - (c) radio, TV and newspaper interviews
 - (d) preparation of newsletter/website
 - (e) public displays
 - (f) development and/or review of new program materials
4. Responsible for preparation of the operating budget with input with the Finance Committee, Personnel Committee and staff and with the approval of the Board of Directors. Exercises budget control with assistance from the Treasurer. Assists treasurer with monthly financial report to the Board. Authorizes expenditures. Reviews expenses and notes budget categories for reimbursement by the RVRA grant, HHW program, etc. Reviews and signs all checks for co-signing by an authorized Board officer.
5. Responsible for preparation/review of reports and summaries to the Board of Directors, local governments, Department of Environmental Quality (DEQ), Roanoke Valley Resource Authority (RVRA), and other appropriate agencies.
e.g.: Annual performance/accounting report to DEQ Executive Director (cont.)
(Other personnel are expected to keep accurate accounting of their programs to facilitate preparation of these items.)
6. Responsible for preparation/review of grant applications with input from staff and Board.
For example: (1) Annual and supplemental grants to DEQ
(2) Other grants as appropriate
7. Responsible for scheduling and working with Board and litter non-profit committee meetings.

8. Responsible for promoting/publicizing local recycling and waste minimization programs: community recycling Station and other drop-off programs; curbside/residential recycling programs; backyard composting programs; HHW Collection program; business recycling programs; serve as source of information, both locally and to other communities. Development of new relevant programs.
9. Responsible for Clean Valley Day, Fairs and other special events.
10. Responsible for annual Awards program.
11. Primary fundraiser from staff.

The Executive Director reports directly to the Board of Directors.

3. County Government “A”

Public Works Solid Waste Manager

General Definition of Work

Performs professional management of the solid waste programs for _____ County including contract administration, recycling, litter control and related environmental issues. Assists with the environmental programs at the _____ County Landfill and coordinates educational programs related to solid waste issues. May exercise direct supervision over subordinate personnel. Performs related duties as assigned.

Work is performed under minimal supervision of the Department Director or his/her designee.

Typical Tasks:

Supervises the recycling program in _____ County including monitoring recycling markets, educating the general public and contacting local industries regarding waste reduction and recycling ideas;

Negotiates contracts with solid waste collection companies;

Prepares annual fiscal year budgets for litter control, solid waste collection and waste disposal;

Develops, promotes and manages the various solid waste and recycling collection programs in _____ County, including curbside trash collection.

Assists with the implementation and monitoring of environmental programs at the _____ County Landfill;

Interacts with the citizens concerning solid waste collection complaints;

Educates the citizens of the county through public speaking engagements, presentations to schools, developing brochures and newsletters and providing displays for the library or other public places. Develops and maintains a recycling/solid waste web site.

Supervises the preparation of monthly recycling and solid waste tonnage reports; tracks overall recycling tonnages; tracks and develops markets for recyclable materials; prepares other reports as required;

Tracks tonnages from individual container sites; works with landfill staff, as required, to reduce hauling costs;

Works with landfill staff to understand the overall operation and improve information generated on daily reports; assists staff with improving citizen convenience areas/recycling drop-off sites;

Supervises the preparation of monthly container invoices for Clarke County and the City of Winchester;

Supervises the preparation of the appropriate documentation for the distribution of recycling funds to the appropriate municipalities;

Applies for grants to fund recycling programs in the county;

Continues education through visits to solid waste and recycling-related facilities (both public and private) in other localities. Attends related conferences, seminars and workshops;

Attends Landfill Oversight Committee and Public Works Committee and Board of Supervisor meetings, as required. Represents the county on Winchester-Frederick County Chamber of Commerce's Industries Committee;

Knowledge, Skills & Abilities:

Comprehensive knowledge and use of solid waste collection/recycling policies, procedures and regulations. Comprehensive knowledge of environmental standards governing landfill/recycling programs. Thorough knowledge of the occupational hazards and safety precautions of the refuse and recycling operation. Ability to prepare and manage budget. Possess excellent organizational skills. Thorough knowledge and use of standard office practices and procedures. Ability to compose and generate difficult correspondence reports and data independently with attention to detail and quality. Possess proficient computer skills. Ability to present ideas effectively both orally and in writing. Proficient in the use of standard office equipment. Ability to establish and maintain professional and effective working relationships with co-workers, businesses and the general public and possess professional telephone etiquette.

Education & Experience:

Any combination of education and experience equivalent to graduation from an accredited four-year college or university and at least four (4) years of experience directly related to solid waste issues. A major in resource management, environmental studies, public or business administration preferred.

3. City Government “A”

Job title: Clean City Coordinator

Function:

Plans, coordinates and administers a Clean City Program for the city under the direction of the Clean City Commission and the City Parks & Recreation Department and in conjunction with Keep Virginia Beautiful and the Virginia Department of Environmental Quality. Supervises a clerical and volunteer staff.

Examples of Work:

1. Plans and coordinates activities, proposes strategies, and writes programs for the Clean City Commission in accordance with the guidelines established by Keep America Beautiful, Incorporated, the Clean City Commission (CCC), and Parks Director. Contacts schools, businesses and industry, municipal departments, Federal agencies, and community organizations to gather and coordinate information and/or programs in accordance with the above stated guidelines. Writes program descriptions, methods of implementation, and action plans. Reports to the CCC on the progress of programs and evaluates success of programs. Maintains contact with and works on joint programs with coordinators in other localities, particularly Newport News, Poquoson, and York County.
2. Performs a variety of daily administrative duties. Monitors incoming calls and complaints and refers problems to the appropriate department for attention. Is responsible for all general correspondence and for maintaining adequate files of correspondence, reports, materials, etc. Distributes relevant materials and keeps records of amounts of materials distributed. Prepares and updates calendar of events and mailing lists. Prepares purchase orders for supplies and equipment as recommended or needed. Gives monthly reports to the CCC Executive Board on purchase orders and petty cash requests. Serves as a resource person for the community on environmental topics.
3. Prepares a wide variety of monthly, annual, and special reports as required by the CCC, Keep Virginia Beautiful and Virginia Department of Environmental Quality. Prepares with the assistance of the CCC Chair, agendas for monthly Commission meetings and is responsible for the preparation and distribution of the minutes of these meetings. Maintains pertinent resource materials. Maintains qualitative and quantitative statistics on the success of the programs of the CCC. Prepares reports from statistics as required by the CCC and Parks Director.
4. Recruits, hires, trains, and supervises volunteers for the Clean City Program. Monitors work of CCC subcommittee chairs and their subcommittee members. Supports and advises subcommittee chairs. Recommends appointment or resignation of subcommittee members to the CCC Executive Board.

5. Implements plans and programs according to the goals and objectives of the CCC. Makes presentations at local schools, businesses, military installations, city agencies, and community organizations. Prepares news releases, maintains contacts, and holds news conferences with local newspapers, radio and television stations. Serves as the contact person for citizens and organizations seeking information about environmental topics and the CCC and its programs. Recruits volunteers for programs and activities and trains them about the procedures of the HCC. Participates in various workshops and seminars and organizes workshops and seminars on a local level.
6. Prepares grant proposals and supplemental grant applications. Prepares the Clean City Commission's annual budget. Monitors Commission expenditures. Makes recommendations and assists the Commission in preparing and updating its goals and objectives.
7. Attends staff meetings and conferences. Represents the Commission at local, State, and national meetings. Coordinates activities such as setting up displays at public events, ordering and distributing promotional materials, and writing and designing brochures.
8. Administers an Adopt-A-Spot litter abatement program. Continually recruits groups, schools, and organizations as participants. Ensures adequate quantity and type of supplies are on hand for distribution. Coordinates distribution of materials and ensures group activities are monitored.
9. Works closely with city schools' staff and students to carry out programs and projects of the School Pride In Action Subcommittee.
10. Supervises the work of one clerk typist. Initiates and recommends to Director of Parks & Recreation for approval of personnel actions such as hiring, training, employee discipline, and evaluation of employee performance.
11. Performs other duties that are needed to implement the goals and objectives of the CCC and/or as directed by the Director of Parks & Recreation.

Features:

Receives administrative supervision from the Director of Parks & Recreation. Receives operational supervision and policy interpretation from the CCC Chair and Executive Board. Requires considerable judgement in carrying out responsibilities within established guidelines. Requires extensive contact with the general public and a variety of related agencies and department heads. Requires working a flexible schedule that includes many nights and weekends and attending some overnight conferences and seminars. Requires having own transportation for activities, functions, meetings, etc.

Qualifications:

Graduation from an accredited college or university with a Bachelor's degree in Business Administration, Business Management, Public Administration, Journalism, English, or related field; some experience in coordinating a clean city program or related environmental/ecology program preferred; ability to plan and implement simultaneously a number of programs/activities and organize schedules, materials, etc.; knowledge of current environmental topics such as community/city beautification, solid waste, and coastal awareness; must possess a sincere interest in the environment and ecology; ability to foster effective public relations and working effectively with a variety of people; ability to direct and supervise clerical activities; ability to coordinate and manage volunteers; skill in basic computer operations and willingness to learn new word processing, graphics, and database management skills; ability to prepare and present both oral and written reports; knowledge of local geography and governmental structure preferred. Experience may substitute for education on the basis of one year of appropriate experience for each year of education.

4. County Government “B”

Job Title: Management Specialist I

General Statement of Duties:

Plans, organizes and conducts professional management work for use in planning and carrying out agency programs; does related work as required.

Distinguishing Features of the Class:

The incumbent in this class is responsible for program planning, management, and evaluation. Constructs and tests methods of data collection; analyzes and evaluates data and writes reports containing descriptive, analytical and evaluative content. Incumbent demonstrates a good understanding of agency regulations, policies and procedures, particularly as they affect program planning and attaining plan objectives in compliance with program budget and may interpret data in public sessions. The employee may counsel or work with program clients/participants. Works with a minimum of direct supervision and demonstrates leadership skills.

Examples of work (illustrative only):

- Plans, manages and researches unique, innovative and/or effective program designs applicable and beneficial for use within the agency;
- Organizes and updates available resources and listings that may be helpful in delivering services of the agency;
- Compiles and interprets multiple types of statistical data;
- May develop and/or monitor program, unit, section or division budget;
- Counsels or works with program clients/participants, providing programmatic supervision and leadership;
- Provides necessary planning activities on area employment trends, area population trends, characteristics of target
- groups within the agency boundaries, etc., for agency grant applications;
- Establishes, implements and interprets policies, procedures and programs;
- Monitors and evaluates the effectiveness of agency procedures, policies and programs and recommends and
- implements changes as needed and as directed;
- Assists supervisors in grant preparation, program evaluation and monitoring activities, and transmittal of federal, State
- and local policy and procedures to program operation's staff;
- May screen, interview and recommend applicants for employment or promotion;
- Coordinates and supervises the activities of program volunteers;
- Prepares the monitoring and evaluation results data on agency programs in the form of corrective action in conjunction
- with the agency head and appropriate program supervisors;

- Organizes and updates available resource documents through development of an agency staff-reference library;
- Organizes materials for brochures, publicity, etc., for entire agency operation;
- Assists section supervisor in special projects such as seminars, using special grant monies, program development for
- emergency service needs, etc.;
- May administer/coordinate agency's tuition reimbursement program;
- Designs, coordinates and/or disseminates information relevant to training needs of agency staff;
- Provides needed updated materials that interrelate and are useful in program service development;
- Performs related work as assigned.

Required Knowledge, Skills & Abilities:

Knowledge of basic techniques in planning and statistical work; ability to develop quantitative and qualitative data-collection instruments; ability to express ideas clearly and concisely, especially in written form; ability to assist with the management of department programs; ability to perform independent research and development activities; ability to interpret budget and activity reports to measure performance against goals and objectives; ability to systematically compile data, interpret and report monitoring and evaluation findings; ability to work effectively with other employees and with the public; leadership skills.

Minimum Education & Experience:

Possession of a bachelor's degree with courses in statistics, report preparation, research and/or planning; OR, a bachelor's degree relevant to the program or service area to which assigned; OR, any equivalent combination of experience and training which provides the required knowledge, skills and abilities.

| Job Activity/Duty Performed | Goal/ Objective | Essential | Pct of Time Must add up to 100% |
|--|--------------------|-----------|---|
| <p>Program and Budget Management</p> <p>Job Duty: Independently develop, plan, coordinate, maintain, organize, administer, supervise, evaluate and carry through to completion a variety of special events, programs, projects and activities on a Countywide basis that relate to litter control, environmental stewardship and recycling. Establish and maintain effective and cooperative working relationships with other employees, representatives from County departments, private and public agencies, businesses, civic and volunteer groups and the general public in both the development and administration of programs. Reviews and revises programs to meet current trends (mandates), changing clientele, continuing county growth and population and changing public needs. Effectively coordinate activities with multiple agencies. Conduct program registrations. Order, inventory and distribute all program resources and supplies. Schedule facilities in response to program needs. Secure and schedule equipment, program participants, instructors, performers, catering, vendors and volunteers for programs, special events, training workshops, meetings, holiday social and conferences. Proposes, administers and monitors a limited budget relative to program needs and responsibilities. Acts as a resource and contact in area of expertise for outside agencies and private citizens requesting information and assistance.</p> | | Yes | 30 |
| <p>Public Relations/Customer Service</p> <p>Job Duty: Projects a polished and professional public image and performs a vital public relations and customer service function for the County. Manages and performs duties of program office. Screens all visitors, phone calls, e-mails and incoming mail, personally answering those inquires which in the employees judgment do not require the Director of Public Utilities attention. Handles confidential assignments. Provides educational and public awareness materials/resources upon request. Provides external and/or internal customer service to all inquiries. Prepares replies to e-mail and written correspondence. Type correspondence, reports, papers and minutes using personal computer. Proofreads documents to insure accuracy. Signs reports, letters and minutes. Keeps program event calendar updated, both written and networked. Assembles background materials and participates in the preparation of the agenda for meetings. Attends meetings, takes minutes, types minutes and distributes. Prepares Board packets, Reading file materials. Reserves meeting rooms and event locations, notifies participants and mails agenda. Receive, transport, count and stock all program supplies and inventory. Counts, packages and distributes all educational materials. Keep daily log on phone calls, inquires and resources requested/distributed and meetings. Files. Conducts special projects as requested. Acts as a resource and contact in area of expertise for outside agencies and private citizens requesting information and assistance.</p> | | Yes | 25 |
| <p>Public Presentations/Written and Verbal Expression</p> <p>Job Duty: Attends and makes presentations in a variety of settings. Coordinates and oversees programming and implementation of special events and programs for diverse audiences. Facilitates meetings, training workshops and orientation for program participants and volunteers. Provides presentations and/or workshops at statewide meetings and conferences for peers and key officials. Coordinates arrangements for public presentations, training programs/workshops. Secures outside speakers, locating facilities, needed equipment, preparing and distributing publicity for event and preparing handouts and setting up room for special meetings and events. Write cover letters, speeches, progress reports, proclamations and presentations for County officials, Director of Public Utilities and Keep _____ Beautiful Committee Chairperson and Subcommittee spokespersons. Prepares and submits award applications and grant funding on behalf of the County. Prepares and distributes program annual report. Prepares and comprehensive and special reports as mandated and requested. Maintain pictorial history of program. Acts as a resource and contact in area of expertise for outside agencies and private citizens requesting information and assistance.</p> | | Yes | 15 |

Research, Investigation, Analysis (Interpretation)

Job Duty: Work independently; researches critical issues and develops countywide special program needs relevant to litter control, environmental stewardship and recycling. Research, investigate, writes and/or edit materials and publications for distribution to the general public, citizens, employees and the media. Research new products. Designs, develops, implements and evaluates survey questionnaires to elicit factual and perceptual data from targeted sources. Maintains proper documentation and appropriate reports for all program, projects and activities offered. Complies and interprets multiple types of statistical data. Establish and maintain cross-reference files. Develop and maintain checkout and evaluation system on all educational kit materials on a two-week loan basis. Develop and maintain system to track distribution of all print materials and program statistics on a daily basis. Maintains multiple databases. Enters data into computer using appropriate software. Retrieves data as needed and compiles it into a variety of reports. Interprets budget and activity reports to measure performances and level of services against goals and objectives. Prepares comprehensive and special reports as mandated and requested. Acts as a resource and contact in area of expertise for outside agencies and private citizens requesting information and assistance.

Yes 10

Marketing (Implementation)

Job Duty: Researches, writes, and edits publications for distribution to the general public, program staff and participants, and volunteers. Creates brochures, bulletin boards, Cable TV Channel slides, power point presentations, fliers, posters and public information displays relevant to program. Supervises the design, production and distribution of various publications. Coordinates the program publicity. Write news releases, public service announcements, meeting notices, special events and activities for media notification and other materials. Researches and purchases all resource/public awareness/incentive materials essential to the visibility of the program and its services. Coordinates and oversees the purchase of materials for diverse audiences. Photographs special program events. Consults with other County departments and staff on successful marketing tools and venues. Proficient in handling all phases of public relations campaign, the communication of a new service, program, resource or policy. Acts as a resource and contact in area of expertise for outside agencies and private citizens requesting information and assistance. Conducts special projects as requested. Counts, packages and coordinates the distribution of resource materials upon request. Negotiates best price for purchase of materials with vendors. Purchases large volume of resource materials.

Yes 10

Web Page Design, Development and Maintenance (Program/Public Information)

Job Duty: Works independently; acts as Webmaster, making daily updates and occasional redesigns of all Keep _____ Beautiful web pages and downloads. Coordinates the ongoing development and maintenance of the Internet and Intranet web sites for Keep _____ Beautiful. Posts public information and news releases relevant to litter control, environmental stewardship, recycling and volunteer needs and/or services.

Yes 5

Leadership and Supervision

Job Duty: Encourages and promotes the active participation and support from public agencies, private business, industry, civic groups, scouts and volunteers in the implementation of Countywide special programs, projects and activities. Acts as a resource and contact in area of expertise for outside agencies and private citizens requesting information and assistance. Supervises the program's implementation of state requirements and regulations. Schedules and presents program participant and volunteer training for several countywide programs. Coordinates and supervises program personnel, participants and volunteers. Provides various means of recognition for program participants and volunteers. Maintains records of all program volunteers and volunteer hours. Assists Probation and Community Corrections Program (CCP) staff with supervision of client community service hours per court order. Coordinates special projects as assigned with Community Corrections and Drug Court clientele. Attends Drug Court hearings.

5. Non-Profit “B”

Coordinator Job Description

1. Prepare and distribute _____ minutes from the Executive Committee Meetings and General Board Meetings.
2. Prepare an agenda for all meetings. Consult with Chairman, Vice-Chairman, Treasurer beforehand.
3. Prepare Quarterly Newsletter. Solicit articles from _____ members, city staff, and citizens.
4. Develop and maintain a list of clean-up sites and coordinate with city staff.
5. Maintain the City Walker and Adopt-a-Street listings. Communicate regularly with City Walkers and create opportunities to generate enthusiasm and education. Provide City Walkers with all necessary supplies such as trash grabbers, tags, hats, and bags.
6. Create opportunities for and give presentations to area educational institutions, civic and religious groups.
7. Prepare publicity releases for the media and work on placement.
8. Closely coordinate activities with city staff.
9. Organize and implement periodic clean-ups and annual community projects.
10. Review financial reports, balance vouchers to city generated budget reports, prepare bills. Provide balanced financial reports and copies of all vouchers to Treasurer one week prior to general board meetings.
11. Prepare annual grant requests with the assistance of city staff. Assist in preparation of annual budget and business plan for _____ .
12. Answer questions and complaints from citizens and city staff. Check voice-mail daily and return calls within 24 hours.
13. Retrieve mail from post office box at least 3 times per week.

6. City Government “B”

Class Title: Recycling Coordinator

Brief description of the classification:

Develops, plans, and leads public service programs and activities. Guides lower level coordinators. Serves on various committees to function as a city liaison.

Essential functions:

This information is intended to be descriptive of the key responsibilities of the classification. The following examples do not identify all duties performed by any single incumbent. Specific requirements of individual positions are described in the Job Description.

Physical Strength Code: essential function

1 S Manages programs, commissions, and services by planning and leading meetings, creating and writing plans and proposals, developing exhibits, leading programs, making presentations, evaluating results, recording and analyzing data, training, and preparing reports and budgets.

2 L Supervises staff and volunteers by conducting staff meetings, orientation, and training, providing direction and plans, and evaluating performance.

3 S Manages the Environmental Action Center by procuring supplies and equipment, planning and implementing improvements to the building, managing and performing maintenance and developing and maintaining educational exhibits and programs.

4 L Acts as City liaison to committees by attending various meetings and serving on various councils.

Formal education / knowledge:

Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.

Experience:

Three years experience public relations, advertising, promotional or related field.

Certifications and other requirements:

- Valid Driver's License
- Reading Work requires the ability to read various reports, articles, research papers, trade journals, survey results and various laws.
- Math Work requires the ability to perform general math calculations such as addition, subtraction, multiplication and division as well as prepare budget proposals.
- Writing Work requires the ability to write briefs, updates, grants and letters.
- Managerial responsibilities include creation, planning, implementation and evaluation of projects.

Budget responsibility:

Researches documents, compiles data for computer entry, and/or enters or oversees data entry and has responsibility for fundraising to support environmental programs and monitoring budget expenditures (typically non-discretionary expenditures) for a work unit of less than bureau size.

Supervisory / organizational control:

Work requires the occasional direction of helpers, assistants, seasonal employees, interns, or temporary employees and citizen volunteers. Complexity Work is governed by broad instructions, objectives and policies. Work requires the exercise of considerable initiative and independent analytical and evaluative judgment.

Interpersonal / human relations skills:

Contacts others within the organization. These contacts may involve similar work units or departments within the City which may be involved in decision making or providing approval or decision making authority for purchases or projects. Works with individuals outside the City who may belong to professional or peer organizations including non-profit organizations. Working with various state and federal agencies may also be required. Vendors and suppliers may also be called upon for information on purchases, supplies or products. Meetings and discussions may be conducted with customers, vendors and sales representatives.

Executive Director / Recycling Coordinator

Team Leadership – Leadership Liaison to Waste Mgt. Division & Public Works
Budget & Financial Mgt.

Norfolk Environmental Commission Liaison
Friends of Norfolk's Environment Liaison

Strategic Planning

Recycling Program Mgt. & Planning

Employee Supervision & Performance Appraisal

Risk Management

EAC Building Management

EAC Expansion

SPSA Liaison

Great American Cleanup

Green Building

HR Clean Liaison

KAB Liaison

VCLPR/VRA Liaison

Neighborhood Partnerships- Safe Streets

7. County Government “C”

Job title: Environmental Coordinator, General Services

General statement of job:

Under general supervision, is responsible for marketing and sales of the County's new compost product, "Livingston's Blend, Spotsylvania County's Bio-solid Compost product. In addition, coordinates and oversees the Litter and Recycling Education Program through the school system, community and various special events. Facilitates the Juvenile Service Program and provides assistance to the Office of Youth. Maintains records and documentation of litter and recycling efforts, state grant funding, compost sales data and other program/event information. Responsible for increasing public awareness about Litter and Recycling and its impact on our environment. Oversees grant writing. Reports to the General Operations Manager.

Essential job functions:

Responsible for all areas of compost marketing and sales; responsibilities include, but are not limited to: establishing and maintaining commercial and residential markets, tracking sales, scheduling promotional events and managing transportation outlets for compost customers.

Develops and presents litter control and recycling educational programs for County schools, local summer camps, educators, community organizations, and state and regional Litter and Recycling Coordinators.

Supervises Juvenile Service Supervisors; schedules and assigns work; evaluates performance; processes payroll.

Plans and oversees litter clean up efforts. Coordinates, schedules and assigns volunteers and juveniles from Juvenile Justice Services; screens volunteers and ensures they are appropriate for the program and will work effectively with juveniles assigned community service work by the courts.

Keeps court intake officers and court services informed of each juvenile's progress and attendance. Attends court for non-compliant participants in the Juvenile Services Program.

Coordinates Adopt-A-Highway and other litter pick up programs and events.

Maintains records of clean up efforts, to include Adopt A Highway records, juvenile work records, program records and related documentation; produces reports related to litter control and programs.

Establishes and maintains effective working relationships with businesses, volunteers, community groups etc. to gain support and recognition for the litter control and recycling efforts. Responds to citizen litter complaints and inquiries.

Plans and participates in the promotion and presentation of a variety of special events and programs such as Earth Day, Litter-Thon, Virginia Litter Council activities, Virginia State Fair, Riverfest, Arbor Day Family Festival, Stars and Stripes Spectacular, Film Festival, etc., for the purpose of promoting, developing, and gaining support for litter control, recycling, and related health and environmental issues and programs.

Solicits, administers and monitors Department of Environmental Quality competitive and non-competitive environmental education grants; manages the litter control program budget; codes invoices; reviews monthly expenditures.

Serves as Liaison to the Virginia Department of Transportation; serves on Virginia Council for Litter Prevention and Recycling as Planning District Representative for the region; serves on State and Federal Environmental Commission

Additional job functions:

Participates in litter pick up activities as needed.

Performs other work as assigned.

Minimum training & qualifications:

Requires graduation from high school or equivalent with additional course work in environmental science, public relations/public administration/marketing, or a related field. Requires 1-2 years of experience participating and implementing litter control and recycling program along with experience interacting with the business community; or any equivalent combination of training and experience that provides the required knowledge, skills, and abilities.

Minimum qualifications or standards required to perform essential job functions:

Physical requirements:

Must be able to operate a variety of office machines to include computers, calculators, copier, and facsimile. Must be able to exert up to 25 pounds of force occasionally, up to 10 pounds of force frequently and/or a negligible amount of force frequently or constantly to lift, carry, push, pull, or otherwise move objects. Physical requirements are for light work. While participating in litter clean up activities, work involves significant walking, stooping, and lifting.

Data conception:

Requires the ability to compare and/or judge the readily observable functional, structural, or compositional characteristics (whether similar to or divergent from obvious standards) of data, people, or things.

Interpersonal communication:

Requires the ability of speaking and/or signaling people to convey or exchange information. Includes receiving instructions from immediate supervisor as well as giving guidance and instructions to subordinates.

Language ability:

Requires the ability to read policy manuals, reports, forms, procedures, and correspondence. Requires the ability to prepare reports, records, correspondence, and other program documents using prescribed formats.

Intelligence:

Requires the ability to apply rational systems to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists; to interpret a variety of instructions furnished in written, oral diagrammatic or schedule form.

Verbal aptitude:

Requires the ability to record and deliver information, to explain procedures, and to follow oral and written instructions. Must be able to communicate effectively using standard English.

Numerical aptitude:

Requires the ability to utilize mathematical formulas. Must be able to add, subtract, multiply, and divide.

Form/spatial aptitude:

Requires the ability to inspect items for proper length, width, and shape.

Motor coordination

Requires the ability to coordinate hands and eyes rapidly and accurately in using office equipment.

Manual dexterity:

Requires the ability to handle a variety of office equipment such as computers, telephones, copiers, etc. Must have minimal levels of eye/hand coordination.

Color discrimination:

Requires the ability to differentiate between colors and shades of color.

Interpersonal temperament:

Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under minimal levels of stress.

Physical communication:

Requires the ability to talk and/or hear (Talking: expressing or exchanging ideas by means of spoken words. Hearing: perceiving nature of sounds by ear). Must be able to communicate via telephone.

Performance Indicators

Knowledge of job:

Has general knowledge of the purpose, policies, procedures and issues of litter control, the Department's litter control/pick up program and the new compost program. Has general knowledge of principles and practices of scheduling, assigning, and overseeing the work of volunteers and is skilled in the use of common office equipment. Is able to plan, coordinate, and supervise litter control activities and work performed by volunteers and juveniles. Is able to prepare, maintain, and report on program records and documentation; is able to develop and conduct educational presentations on litter/compost control related topics. Is able to prepare a variety of reports and records; is able to follow instructions. Is able to effectively express ideas orally and in writing. Is able to exercise tact, courtesy, and firmness in contact with County officials, administration, and the general public. Is able to establish and maintain effective working relationships as necessitated by work assignments.

Quality of work:

Maintains high standards of accuracy in exercising duties and responsibilities. Exercises immediate remedial action to correct any quality deficiencies that occur in areas of responsibility. Maintains high quality communication and interacts within department, and with co-workers and the general public.

Quantity of work:

Maintains effective and efficient output of all duties and responsibilities as described under "Specific Duties and Responsibilities."

Dependability:

Assumes responsibility for doing assigned work and meeting deadlines. Completes assigned work on or before deadlines in accordance with directives, County policy, standards, and prescribed procedures. Accepts accountability for meeting assigned responsibilities in the technical, human, and conceptual areas.

Attendance:

Attends work regularly and adheres to County policies and procedures regarding absences and tardiness. Provides adequate notice to management with respect to vacation time and time-off requests.

Initiative and enthusiasm:

Exhibits an enthusiastic, self-reliant, and self-starting approach to meet job responsibilities and accountabilities. Strives to anticipate work to be done, and initiates proper and acceptable direction for the completion of work with a minimum of supervision and instruction.

Judgment:

Exercises analytical judgment in areas of responsibility. Identifies problems or situations as they occur and specifies decision objectives. Identifies or assists in identifying alternative solutions to problems or situations. Implements decisions in accordance with prescribed and effective policies and procedures and with a minimum of errors. Seeks expert or experienced advice and researches problems, situations, and alternatives before exercising judgment.

Cooperation:

Accepts supervisory instruction and direction, and strives to meet the goals and objectives of same. Questions such instruction and direction when clarification of results or consequences are justified, i.e., poor communications, variance with County policy or procedures, etc. Offers suggestions and recommendations to encourage and improve cooperation between all staff persons within the department.

Relationships with Others:

Shares knowledge with supervisors and staff for mutual and departmental benefit. Contributes to maintaining high morale among all department employees. Develops and maintains cooperative and courteous relationships with department employees and managers in other departments, representatives from organizations, and the general public so as to maintain good will toward the department and project a good departmental image. Tactfully and effectively handles requests, suggestions, and complaints from other departments and persons in order to maintain good will within the County. Interacts effectively with fellow employees, supervisor, professionals, and the general public.

Coordination of Work:

Plans and organizes daily work routine. Establishes priorities for the completion of work in accordance with sound time-management methodology. Avoids duplication of effort. Estimates expected time of completion of elements of work, and establishes a personal schedule accordingly. Attends meetings, planning sessions and discussions on time. Implements work activity in accordance with priorities and estimated schedules. Maintains a calendar for meetings, deadlines, and events.

Safety and Housekeeping:

Adheres to all established safety and housekeeping standards established by the County and various regulatory agencies. Sees that the standards are not violated. Maintains a clean and orderly workplace.

E. Litter Programs Samples

1. Clean Valley Council

Ann Masters, (540) 345-5523 [or ann@cleanvalley.org](mailto:ann@cleanvalley.org)

2. County of Frederick

Gloria Puffinburger, (540) 665-5643 [or gpuffinb@co.frederick.va.us](mailto:gpuffinb@co.frederick.va.us)

3. Keep Henrico Beautiful

Megan Brown, (804) 501-4502, Ext. 4 [or bro77@co.henrico.va.us](mailto:bro77@co.henrico.va.us)

4. Citizens for a Clean Lynchburg

Ken Smith, (434) 384-0857 [or ksmith@cleanlynchburg.com](mailto:ksmith@cleanlynchburg.com)

5. Keep Norfolk Beautiful

John Deuel, (757) 441-1347 or john.deuel@norfolk.gov

6. County of Spotsylvania

Clara Mills, (540) 507-7709 [or cmills@spotsylvania.va.us](mailto:cmills@spotsylvania.va.us)

7. City of Virginia Beach Clean Community Programs

Ruby Arredondo, (757) 385-4104 [or rarredon@vbgov.com](mailto:rarredon@vbgov.com)

1. Clean Valley Council, Inc.

Outreach Programs

Program of Services provided

Clean Valley Council's twenty nine year history is rich with growth and development in appropriate waste management and renewal resources. Our "grocery list" of services covers the counties of Botetourt and Roanoke, the cities of Roanoke and Salem and the town of Vinton. Public education not only affects the citizens of the greater Roanoke Valley but also is focused on the schools, both public and private.

It is our aim to play an active role in improving public health by creating a healthier environment.

- Our **Educational Outreach** is free to schools, K-12 and scout groups, civic clubs, etc.
- Clean Valley Council and the Junior League of Roanoke Valley partnered the first **Household Hazardous Waste Collection Day** for healthy and safe homes. The governments adopted it and holds it 3 times a year. CVC still helps with the project. (Approximately 1000 cars annually)
- Clean Valley and Cycle Systems collected and sorted and sent 30,000 used text books to Kenya for our project **Books for Africa**. Books and paper are in short supply in Africa. (Volunteers sorting – 200 – Kenyan schools served) Regional landfill materials reduction and reuse commitment fulfilled.
- We began **Take It or Leave It** and will produce it again this fall. It is an open afternoon market where you may take it or leave it (items you no longer need) for someone to reuse. It keeps useful items out of the landfill. (200 cars each time)
- We provide the only high school summit/congress in the Commonwealth for environmental education. It is a venue for high school juniors and seniors from the area high schools that is not on a playing field. **Earth Summit** (166 attendees)
- We hold two valley wide **Clean ups** each year for **litter prevention**; one spring and one fall waterway, providing supplies. **The orange bag is the first sign of spring**. (thousands of volunteers – a valley educated) **Clean water is the sign of a clean valley**.
- Development of an award winning **Green Construction Site Manual** containing green resources available in the valley and the "what and how" to keep the site clean and how to recycle leftovers; for architects, builders and home owners. (98 distributed)
- **Phase II storm water education** for the City of Roanoke, Roanoke County and the Town of Vinton (a valley)
- **Research Library and maintain a WEB site** for educational use and what to recycle [where. www.cleanvalley.org](http://www.cleanvalley.org) (annual hits – 64,000 +)
- **Recycling education** for municipalities, schools and citizens.

- **Puppet shows** for stormwater runoff and the 4 R's
- **Offer volunteer opportunities** for schools and courts corrections.
- **Special public events** such as Earth Day, Energy Fair (1500) and Vinton Dogwood Festival

None of these things and more could be done without partners, municipalities and civic support. We are a non profit 501© 3 agency. Our major partners are the Department of Environmental Quality, The Roanoke Valley Resource Authority, VDOT, Botetourt County, the City of Roanoke, Roanoke County, City of Salem, the town of Vinton, The B. Wilson Porterfield Foundation, Blue Ridge Outdoors and Cycle Systems.

Elementary School

Preschool or Kindergarten (30 to 45 minutes)

Rigsby's Cleanup Surprise

(Science SOL K.9, K.10, & Civics SOL K.7)

Students will identify differences between natural and human-made objects. They will recognize that they have control over litter. Students investigate a park that's been littered and meet "Rigsby", the Raccoon, who teaches the harm that litter brings to all of his park pals. They will learn what kinds of litter can be recycled.

Vocabulary Introduced: Litter, Natural Objects, Man Made Objects, Recycling
Equipment needed: None

Who Polluted the River? (Can be adapted for grades K – 3)

(Science SOL K.10, 1.8, 2.5, 2.7,3.9,3.10,3.11)

Students will identify sources of pollution and how they get into the river. A pickle jar is used to represent the river, and students help "pollute" the river. Prevention of water pollution is discussed, to include recycling, reusing, and reducing waste.

Vocabulary Introduced: Litter, Natural Objects, Man Made Objects, Recycling; (For grades 2-3: Pollution, Acid Rain, Sewage, Pesticides, Fertilizer)

Equipment needed: None

Grade 1 (45 minutes)

Think Earth

(Science SOL 1.8 Economics 1.10,1.11)

Students identify natural resources which are found in the Greater Roanoke Valley and consider ways that they can personally reduce consumption of these resources.

Vocabulary Introduced: Natural Resources, Conservation

Equipment Needed: VCR

Wartville Wizard

(Science SOL 1.8, Economics 1.10,1.11)

Students will identify the components of a community: human resources, natural resources, capital resources used to produce goods. A 35-mm slide story explores litter as being an undesirable component.

Vocabulary Introduced: Community, Litter

Equipment Needed: Slide projector, Cassette Player

The Truth about Trash

(Science SOL 1.8)

Students will discover that trash has better uses than just throwing it in the “regular” trash can. Using Pokemon posters and a bag of collected trash, students will find better uses for trash. Optional activity: Using plastic drink bottles, students will create toys from trash.

Vocabulary Introduced: Litter, Solid Waste, Natural Resources

Equipment Needed: None

Grade 2 (45 minutes)

Kids-Eye View

(Science SOL 2.5, 2.8)

Students will define ECOLOGY and will focus on ways in which they can care for their environment. A list of “25 Things Kids Can Do” is part of the program.

Vocabulary Introduced: Ecology, Environment

Equipment Needed: VCR

The Lorax

(Science SOL K.5, 2.5, 2.8, 3.6, 3.10)

Students will listen to Dr. Seuss’ story of the “Lorax” to learn about the human effects on animals and the environment. They will recognize that they have control over their consumption of natural resources.

Vocabulary Introduced: Conservation, Environment, Ecology, Natural Resources, Pollution

Equipment Needed: VCR

Travelin’ Trash

(Science SOL K.5, 1.8, 2.5, 3.6, 3.10) **Can be adapted for grades K–3.**

A series of activities/demonstrations that demonstrate the characteristics of marine debris, and how these characteristics affect where marine debris is found in the environment. Students will determine whether or not trash can float, be moved by the wind, or wash away.

Vocabulary Introduced: Buoyant, Marine Debris

Equipment Needed: None

Grade 3 (45 minutes)

Think Earth, "e"

(Science SOL 3.6, 3.10)

Students will examine the 3 R's as a means to conserve identified natural resources.

Vocabulary Introduced: Reduce, Reuse, Recycle

Equipment Needed: VCR

The Rotten Truth

(Science SOL 3.10)

Solid waste disposal is a major industry. Students learn different methods of waste

disposal and ways they personally can reduce the waste stream.

Vocabulary Introduced: Solid waste disposal, Landfill, Compost, Waste stream

Equipment Needed: VCR

Grade 4 (45 minutes)

Aluminum (Plastic, or Paper) Recycling (Science SOL 4.2, 4.8)

Students will follow a can to a recycling center and learn about recycling, how it works, why it's important, what they can do to help. Trash can be dangerous when it's not in its proper place: the garbage can or recycling can. Students will keep one piece of litter (aluminum can) in mind as they follow it from the street to a new container or usable item. This program can also substitute "Paper Recycling" or "Plastic Recycling" for the title. Students will see a variety of new materials that were recycled from other materials.

Vocabulary Introduced: Recycling, Reduce, Reuse, Natural Resources, Machines **Equipment needed:** VCR

Environmental Bingo

(Science SOL 3.11,4.8)

Students will examine aspects of recycling and solid waste management, and then play a fun interactive game reviewing what they have learned.

Vocabulary Introduced: Litter, Recycle

Equipment needed: None

Grade 4 - 5 (45 Minutes)

Watersheds to Oceans

(Science SOL 4.8, 5.6; English SOL 4.2, 5.1, 5.8; Math SOL 4.12, 5.11)

Students will identify watersheds and map the movement of solid waste from storm drains to the ocean. The Enviroscape (or Watershed demo Pan) will show the effects of erosion, pesticides, fertilizers, and litter on waterways and bodies of water. The effects of natural disasters and litter will be compared and contrasted.

Vocabulary Introduced: Litter, Solid Waste, Pollution, Watershed, Erosion, Pesticides, Fertilizers, Natural Disasters

Equipment needed: None

The Trash Train

(Science SOL: 3.11, 4.5, 4.8, 5.6, 5.7)

Students will follow trash as it is brought in by localities (Roanoke City, Roanoke County, and Vinton) as it is dumped on the transfer station floor for inspection, loaded onto "Trash Train" rail cars, and travels to the Smith Gap Landfill. Ways of decreasing the amount of trash will be addressed.

Vocabulary: Recycle, Decompose, Biodegrade, Ventilation, Wasteline Express, Synthetic, Leachate, Natural Buffer, Compost,

Grade 5 -7 (45 Minutes)

Oceans of Trash

(Science SOL 5.4, 6.9, LS.4, LS.7, LS.10, LS.11, LS.12)

A 35 mm slide presentation and discussion review Roanoke Valley's connections to the ocean and ocean characteristics. Marine debris is a health hazard, presenting a threat for entanglement by marine mammals and aquatic life.

Vocabulary Introduced: Salinity, Estuary, Riparian

Equipment Needed: Slide projector/ Screen (or blank wall), Overhead Projector

Middle School

Grade 6-9 (45 minutes)

Drains to Rivers!

(Science SOL: 6.8, 6.9, LS.11, LS.12, ES.9)

Students will discover what happens to common household waste, as it becomes “runoff”. Solutions for cleaner and less runoff will be explored, using a model that represents individual parts of a community.

Vocabulary Introduced: Litter, Solid Waste, Natural Resources, Storm Drain, Runoff, Nonpoint Source Pollution

Equipment Needed: None

***Excellent Precursor to *Reeling in Runoff* Program**

Reeling in Runoff

(Science SOL: 6.8, 6.9, LS.11, LS.12, ES.9)

Students will discover practical solutions for preventing water pollution. Best Management Practices (BMPs) are systems, activities, and structures that can reduce and prevent nonpoint source pollution. Solutions for cleaner and less runoff will be explored, using a model that represents individual parts of a community.

Vocabulary Introduced: Litter, Solid Waste, Natural Resources, Storm Drain, Runoff, Nonpoint Source Pollution, BMPs

Equipment Needed: None

High School

Grade: 10 –12 (45 minutes)

Water: Woes to Wonders

(Science SOL: BIO.9, CH.1, CH.6, PH.4, English SOL: 9.4, 11.4)

Students will discover why the overuse of groundwater has been described as a non-renewable resource that is being “mined”. Wetlands will be described and students will see what makes wetlands awesome natural wonders. Activities and demonstrations will

discuss their watershed address, and suggestions for the quality and quantity of water preservation will be discussed.

Vocabulary Introduced: Solid Waste, Natural Resources, Storm Drain, Runoff, Nonpoint Source Pollution, Groundwater, Water Conservation, Wetlands, Riparian, Watershed Address

Equipment Needed: Overhead Projector, VCR

How Much is 6000 cubic km of Water?

(Science SOL: BIO.9, CH.1, CH.6, PH.4, Mathematics SOL: A.10, English SOL: 9.4, 11.4)

Students will discover that the water cycle is the most impressive geothermal cycle on earth. The transfer and storage of water on a global scale gives the appearance of an abundance of water, but with only 1% available for people, plants, and animals we need to be extremely careful in managing Earth's water resources. Activities and demonstrations will address the causes of water pollution and suggestions for the quality and quantity of water preservation will be discussed.

Vocabulary Introduced: Solid Waste, Natural Resources, Storm Drain, Runoff, Nonpoint Source Pollution, Water Conservation, Watershed Address

Equipment Needed: Overhead Projector, VCR

After the Storm

(Science SOL: BIO.9, CH.1, CH.6, PH.4; English SOL: 9.4, 11.4)

Students will discover what happens after it rains, and what ends up in our streams, lakes, rivers, and oceans. How ecosystems can collapse due to turbidity and low oxygen levels will be outlined and suggestions for filtering runoff by use of wetlands and green roofs will be discussed.

Vocabulary Introduced: Solid Waste, Natural Resources Storm Drain, Runoff Nonpoint source, Fecal Coliforms, Hypoxic, Groundwater, Water Conservation and Quality, Wetlands, Green Roof, Watershed Address

Equipment Needed: Overhead Projector, VCR

2. County of Frederick

Website: www.co.frederick.va.us/publicworks/recyclinglandfill.htm

Frederick County Clean Sweep, the county's litter prevention initiative, involves outreach, education, enforcement and cleanups. In April of 2002, an all-volunteer litter effort got underway with the county's first "Litter-Thon," Litter-Thon, a month-long cleanup event held each April, rewards volunteer groups \$2 for each bag of litter collected. The program is funded by corporate sponsors and duplicates a successful program in place for many years in Spotsylvania County.

Recognizing that litter was a growing problem in Frederick County, Clean Sweep expanded in May of 2006, partnering with the regional jail's Community Inmate Workforce. Now nearing its one-year anniversary, inmates have collected 35 tons of unsightly roadside litter and cleaned up several illegal dumps, while contributing just over \$30,000 in free labor. A part-time county worker provides supervision. The crew utilizes a surplus van donated by the Department of Parks and Recreation.

Another important part of the county's commitment to litter was the inclusion of a local litter ordinance within the county code in 2000. While the original proposal to grant the Public Works Department enforcement capabilities was eliminated, the ordinance has been successfully used to address nuisance accumulations of debris in residential areas and illegal dumps. At present, the county is addressing the proliferation of illegal off-premise signs littering road right-of-ways.

Underlying these activities is a devotion to environmental education and community outreach. During the past five years, Clean Sweep has worked to keep the litter prevention message in the public's eye through not only Litter-Thon, but advertisements in the media, appearances on cable television, brochures, flyers, posters, banners, promotional items and community events.

Litter-Thon 2006 contained a beautification element featuring the giveaway of a YTD Yard Man mulcher/mower/vacuum, awarded by Keep America Beautiful. The county resident who composed the best essay describing how he would use the \$500 machine took it home.

Frederick County Recycling/Clean Sweep

Litter Prevention Activities & Programs

(Developed by the Virginia Resource Use Education Council, Environmental Education Fellow Project in conjunction with the Virginia Department of Education)

Feels Like a Can

K.1, K.10, science; K.7, social studies

(Uses sense of touch to recognize items that can and cannot be recycled at home. Student understands how to recycle by sorting activity in classroom. Includes discussion of litter.)

The “Is It Litter?” Bag

K.1, K.2, 1.1, 1.8, science; K.2, 1.1, English

(Students differentiate between items that are natural and those that are man-made. They understand that trash “out of place” is litter.)

Henry Heron, A Litter Story

K.1, K.6, K.10, 1.1, 1.8 science; K.1, K.8, K.11, 1.1, 1.12, English; K.7, social studies

(Students recognize litter and explain how it may harm animals. They identify ways to reduce and prevent littering.)

A Beautiful Day

2.1, 2.8, science; 2.2, 2.3, 2.8, English

(Students recognize some of the intrinsic values of litter-free woods and streams.)

Early Bird Gets the Plastic

3.4, science; 3.12, social studies

(Promotes an awareness of litter prevention by demonstrating how animals can mistake plastic/litter for food.)

Preventable Journey

3.19, health; 3.1, 3.10, 4.1, 4.8, science; 3.7, 4.7, English

(Students describe the ecological impact of one piece of litter by following and predicting consequences of misplaced trash or litter. Students explain the possible impact of litter in both an oral and written format.)

Litterblock Ramble

6.11, science

(Activity works best outside. A blindfolded student stumbles into various “road blocks” and works to come up with a solution as to why people litter.)

Readings:

The Lorax

K.5, 2.5, 2.8, 3.6, 3.10, science

by Dr. Seuss (Study in conservation of natural resources, pollution.)

Rigsby

K.9, K.10, science; K.7, civics

by Jenny Bingham (Rigsby the Raccoon and friends get entangled by litter.)

Wartville Wizard

1.8, science; 1.10, 1.11, economics

by Don Madden (Town learns a hard lesson in how to manage its litter.)

3. Keep Henrico Beautiful Programs 2006-2007

- Because We Care – Volunteer Litter Pick-up Program (roads, communities, schools, parks)
- Annual Land Lover and Clean Business Awards
- Environmental Education – in schools
 - Classroom presentations
 - School check-out kits
- Public Education
 - Public Events
 - Civic meeting presentations
 - Information dissemination
 - Promotional item dissemination
- White office paper and aluminum can recycling – county offices
- Christmas Tree Recycling
- KHB Committee – volunteers appointed by BOS
- Volunteer Opportunities
 - One time litter pick-ups
 - Small take home projects
 - Event help
- Assign-A-Highway pilot program
- Membership on regional committees
 - Includes JRAC for James River Regional Clean-up
- Website – becoming integral part of program

4. Citizens for a Clean Lynchburg, Inc.

Litter Control Program

Citizens for a Clean Lynchburg, Inc. was incorporated in 1983 as a not-for-profit civic and charitable organization (Section 503c3). Every year we work with the City of Lynchburg Waste Management Division to complete the DEQ grant for local litter control and recycling. Once the City of Lynchburg has received the state funds, the City Council transfers these funds to Waste Management to support our group. We provide payment vouchers to Waste Management for the costs of our program. The Board of Directors hires a part-time paid Executive Coordinator to carry out the day-to-day operations of CCL (see attached Job Description).

The board of CCL, Inc. holds nine regularly scheduled general meetings a year (every month except January, July and August). At these meetings the business of CCL, Inc. is conducted and decisions are made about the operations of the corporation.

The annual plan for the 2006-07 Fiscal Year included:

1. Day-in-the-Park: this annual event sponsored by the Junior League of Lynchburg is held in September as part of Kaleidoscope (a month long collection of public events). CCL, Inc. participates by running activities for young people and providing litter and recycling information.
2. Make-a-Difference Day: this year we worked with Dunbar Middle School to do a cleanup around their school. We provide all supplies and buy pizza and soft drinks for all participants.
3. March on Litter (Keep America Beautiful Great American Cleanup): On March 24, 2007, we held a community-wide street cleanup. We use the Lynchburg Community Market as the headquarters and organize volunteers into teams that are assigned a particular area that needs to be cleaned. This year we collected over a ton of roadside trash. We were covered by the local press and television station.
4. Partners in Education: we are one of over 200 organizations that have adopted a school. We have a contract with Dunbar Middle School and provide educational and service opportunities with the students. This year it included a street cleanup and an art contest (students are doing posters and trash robots that will be displayed in public buildings).
5. Community Court: we are one of the agencies that work with the Commonwealth Attorney's Office to provide service opportunities to first-time offenders who volunteer for community service rather than fines or other penalties. If offenders complete their sentences, their criminal record is expunged.
6. CCL, Inc. has a website: cleanlynchburg.com. This is used to post news and reports and provide information on how citizens can become involved.
7. Community Outreach: this involves participating in local environmental events. This program is being expanded into trying to match areas in need of help with local organizations (churches, civic organizations, etc.)

8. City Walker/Adopt-a-Street: CCL, Inc. sponsors the City Walker program that encourages citizens to pick up trash in their local neighborhoods while they are exercising themselves or their pets. We have about 40 individuals enrolled. The city sponsors the Adopt-a-Street program. There are about 50 individuals or groups who agree to adopt at least a half-mile of city streets that they volunteer to clean up at least four times a year.
9. Other activities: in the past we have participated in other national, state, regional, and local events.

Citizens for a Clean Lynchburg, Inc. *By-Laws*

ARTICLE I

Name

The name of this organization shall be Citizens for a Clean Lynchburg, Inc. with its principle place of business at Lynchburg, Virginia. The mailing address to be P. O. Box 1072, Lynchburg, Virginia 24505.

ARTICLE II

Mission Statement

Citizens for a Clean Lynchburg, Incorporated concerns itself with solid waste management issues with the purposes of educating the community and instilling in the citizens a sense of individual responsibility and pride, resulting in a cleaner, safer and more beautiful Lynchburg.

ARTICLE III

Purpose

The purpose of this organization shall be non-profit, nonpartisan and educational within the description of Section 501 (c) (3) of the Internal Revenue Code of 1954 as amended and to generate and promote public interest in environmental improvement of Lynchburg. Environmental improvement shall be achieved by the planning, implementation, direction and coordination of programs for litter by installing a sense of pride in every citizen towards the awareness of one's surroundings through educational mediums, by educating all citizens toward efficient solid waste management and by managing and operating a Citizens for a Clean Lynchburg, Inc. office to serve as a clearing house for information and becoming a self sustaining operation.

ARTICLE IV

Board of Directors

Section 1.

The governing body of Citizens for a Clean Lynchburg, Inc. shall be vested in a Board of Directors consisting of ten (10) area representatives from business, municipal, civic groups and citizens at large. The Board shall include, but not be limited to, its officers and Chairmen of Standing Committees.

Section 2.

Members of the Board of Directors shall serve on a voluntary basis for a term of three (3) years. The terms of the Board shall be staggered so that annually one third of the total Board of Directors shall be elected at the Annual meeting of the Board.

Section 3.

The Board of Directors shall elect Directors from the nominees proposed by the Nominating Committee, upon the consent of each nominee, or by nominations from the floor.

Section 4.

Any Board member who does not demonstrate a sustained interest in the organization will be replaced following appropriate notification.

Section 5.

Vacancies occurring on the Board of Directors shall be filled by the Executive Committee for the unexpired term, later to be ratified by the Board of Directors.

ARTICLE V
Officers and Executive Committee

Section 1.

The officers of the Executive Committee shall be the Chairman, Vice Chairman and Treasurer and each shall have a vote.

Section 2.

Officers shall be elected annually by the Board of Directors, upon nomination by the Nominating Committee, one candidate for each office or other nominations from the floor. Officers shall be elected at the annual meeting in June for a term of one year; they shall assume office at the close of the annual meeting.

Section 3.

The duties of the officers shall be as follows:

Chairman - Chairman shall preside at all meetings of the Executive Committee and the Board of Directors and shall be ex-officio member of all committees except the Nominating Committee. He shall appoint all Committee Chairmen subject to the approval of the Board of Directors.

Vice Chairman - The Vice Chairman shall perform the duties of the Chairman in the event of his absence, resignation or inability to perform his duties. He shall also have such responsibilities as may be assigned from time to time.

The Treasurer shall monitor all financial transaction of the organization except for grant funds allocated by the State. He shall report to the Executive Committee and the Board of Directors. He shall pay bills on budgeted items under the authority of the Chairman; non-budgeted items shall require approval of the Board of Directors, except any discretionary amount approved by the Board. The Treasurer or the Chairman is authorized to sign checks.

Section 4.

The Executive Committee of the Board of Directors shall consist of the Officers and the immediate Past Chairman and shall meet at the call of the Chairman.

Section 5.

The immediate Past Chairman shall serve as advisor to the Executive Committee for one year as a non-voting member.

Section 6.

The Executive Committee shall annually prepare a budget based on estimated income and expenditures to be approved by the Board. The Executive Committee may recommend amendments to the budget as it deems necessary to achieve the goals of Citizens for a Clean Lynchburg, Inc. and assure a sound financial condition.

ARTICLE VI ***Nominating Committee***

Section 1.

A committee of three persons shall be appointed by the Executive Committee in March, and shall be charged with compiling a list of nominees to fill vacancies on the Board of Directors, to be presented at the May meeting of the Board of Directors. The nominees shall represent varied interests of the community.

Section 2.

The Nominating Committee shall also be charged with the responsibility of preparing annually a slate of officers, from the Board of Directors, to be presented at the May meeting of the Board of Directors.

ARTICLE VII ***Committees***

Section 1.

The Committees shall include, but not be limited to Finance, Communications and Education.

Section 2.

The Chairmen of the Committees shall be appointed for term of one year by the Chairman with the approval of the Board of Directors.

ARTICLE VIII ***Executive Coordinator***

The Executive Coordinator is the administrative head of the organization and has the responsibility for general management of its affairs, under the direction of the Chairman. The Coordinator is accountable to the Board of Directors for the implementation and administration of the organization policies and programs and shall attend all meetings of the Board of Directors and the Executive Committee and shall take minutes of those meetings.

Section 1.

The Executive Coordinator shall be hired by contract, by the Executive Committee.

Section 2.

The Executive Coordinator shall administer the State Grant funds and shall provide budgets and fiscal reports as necessary.

ARTICLE IX
Meetings

Section 1.

The Board of Directors shall meet at least eight (8) times a year.

Section 2.

The Executive Committee meetings shall precede the meetings of the Board.

Section 3.

The Standing Committees shall meet subject to the call of the Chairman of those Committees.

Section 4.

The Annual meeting of the Board of Directors shall be held in June.

Section 5.

Notice of the Board of Directors meetings shall be made ten (10) days in advance.

ARTICLE X
Quorum

One third of the members of the Board of Directors shall constitute a quorum at meetings of the Board of Directors. The three (3) Officers of the Executive Committee shall constitute a quorum.

ARTICLE XI
Fiscal Year

The fiscal year of the organization shall begin on the first day of July.

ARTICLE XII

Indemnification of Directors / Officers: Each person now or hereafter a Director or Officer of the Corporation (and his heirs, executors and administrators) shall be indemnified by the Corporation against all claims, liabilities, judgments, settlements, costs and expenses, including all attorney's fees imposed upon or reasonably incurred by him in connection with or resulting from any action, suit, proceeding or claim to which he is or may be made a party by reason of his being or having been a Director or Officer of the corporation (whether or not he is a Director or Officer at the time such costs or expenses are incurred by, or imposed upon, him) except in relation to matters as to which he shall have been finally adjudged in such action, suit or proceeding to be liable for gross negligence or willful misconduct in the performance of his duties as such Director or Officer. In the event of any judgment against such Director or Officer, or in the event of a settlement, the indemnification shall be advised by the Board of Directors of the corporation, or by independent counsel to be appointed by

the Board of Directors, that in its or his opinion such Director or Officer was not guilty of gross negligence or willful misconduct, and, in the event of a settlement, that such settlement was or is in the best interest of the corporation. If such determination is made by the Board of Directors, it may rely as to all questions of law on the advice of independent counsel.

ARTICLE XIII

Rules of Order

Robert's Rules of Order, Revised, shall guide the conduct of all meetings unless otherwise specified in these By-laws.

ARTICLE XIV

Amendments

The By-laws may be amended by a two-thirds vote of the members present at a regular meeting or special called meeting of the Board of Directors. Notice of proposed amendments to the By-laws shall be mailed to each member of the Board at least ten days prior to the meeting at which such amendments are to be considered.

ARTICLE XV

Affiliations

On approval and recommendation of the Board of Directors, the organizations shall maintain membership in National, State or other professional organizations or programs, as deemed beneficial to the best interest of the organization and the community in maintaining such policies and standards of the organization, which will enable it best to assist those who need its services.

*Original By-Laws adopted March 29, 1983 and amended May 11, 1993
By-Laws approved and amended on February 20, 2001.*

5. Norfolk Environmental Commission/Keep Norfolk Beautiful

Staffing, Staff Training, Type of Organization (governmental, private non-profit, etc): 3 Full time/2 part time. Government Advisory Organization under the direction of the Department of Public Works.

Website: www.norfolkbeautiful.org / Also linked with the City's website www.norfolk.gov.

Marketing Efforts

Key target audiences: Public and Private Schools, local universities, Civic and Service Organizations, Youth Organizations, small businesses. Most programs provide opportunity for education through volunteer action. Key messaging accomplished through emails, website, bi monthly newsletter, monthly announcements to Civic Leagues, approx. 15 major media releases per year.

Community Outreach: (Including Earth Day Events)

See attached.

Volunteer Management:

Provide for the recruitment, screening, assignments, supervision and recognition of approximately 14,000 volunteers annually.

Types of Projects including Litter Cleanups, Beautification Projects, Water Quality Projects, Recycling Projects, and Others (See attached)

School Outreach:

(Including Teacher Training Efforts) (See attached)

Environmental Groups Outreach/Partnerships:

We are partners/members of: Chesapeake Bay Foundation, HR Clean, Elizabeth River Project, Wetlands Watch, Nauticus, Hoffer Creek Wildlife Foundation, Southeastern Public Service Authority, Virginia Natural Resources Leadership Institute, Virginia Recycling Association, Virginia Council for Litter Prevention and Recycling, _____ Clean Cities Coalition, National Solar Society, US Green Building Council, Virginia Sustainable Building Network, Keep America Beautiful, Virginia Zoological Park.

Money:

Grant/Resource Development Efforts/Funding Description: Friends of Norfolk's Environment, Inc., a 501-C-3 Non profit, raises funds annually to supplement government support. They perform partner development, recruit sponsors for target programs, conduct various fundraising events including the River Ride and Eco-Fiesta.

Law Enforcement Efforts and Partnerships:

Police Department is represented on our Board along with other enforcement agencies in the City. NEC is part of the Norfolk Environmental Crimes Task Force.

Program Development, Evaluation, and Maintenance Efforts:

We have separate annual staff and Board strategic planning retreats to evaluate our direction and goals and discuss changes in our program for the following fiscal year. Our staff meets weekly to discuss progress on specific programs.

6. Spotsylvania County Division of Litter Control

Litter Control Programs

Litter Crew

We recently hired six employees to perform roadside litter pick up during the summer. The work detail focuses on roads noted in the Board of Supervisor's monthly Action List.

Juvenile Services Program

The mission of the Juvenile Services Program is to enable juveniles needing to complete community service hours the opportunity to do so under adult supervision while concentrating on addressing litter problem areas in Spotsylvania County.

Environmental Education Program

We are currently educating the public through our school system, community events, and special activities. Many of our programs involve interactive and hands-on learning techniques. We have developed a resource library giving teachers the opportunity to utilize our program materials.

Special Events

7. City of Virginia Beach Clean Community Programs

Earth Day

Since 1990, the 20th Earth Day anniversary, Hampton Roads has continued to foster environmental awareness. By celebrating Earth Day, we build on the strength of global commitment to protecting our resources for future generations. In addition to nature and conservation based exhibits and displays, you will enjoy environmental activities, crafts, entertainment, and more! Earth Day is an annual event held the first Sunday in May from 11 am-5 pm at Mount Trashmore Park.

Adopt-A-Programs

New groups are needed to adopt a needy "area" in Virginia Beach. Get your family or group together and pick a location. Sign up through our office and join us in making Virginia Beach clean and beautiful throughout the year. This program is for a 2-year adoption period, with a minimum of 6 clean ups required per year. Supplies and signs provided.

Clean the Bay Day

Shoreline litter can be harmful to wildlife, a source of toxic water pollution, and an indication of other forms of pollution entering local waterways. Virginia Beach concentrates on inland waterways. Families, groups, individuals, boaters, divers, and landlubbers welcome. Clean the Bay Day is an annual event held the second Saturday in June from 9 am - 12 pm. Sponsored by the City of Virginia Beach Clean Community Program in conjunction with the Chesapeake Bay Foundation.

Helping Hands Project

Wanted: youth or adult groups to volunteer in helping senior citizens and physically challenged individuals in our community that need onetime assistance in maintaining their property. Saturday morning dates available during the spring, summer and fall. Lend a hand and help a neighbor!

Storm Drain Marker Program

This program is designed to improve public awareness of the environmental effects of dumping in storm drains and resulting water quality programs. Volunteers are needed to affix a 4- inch round urethane marker which conveys, "...Only Rain...Down the Storm Drain" on storm drains throughout the city. Groups of two or more are needed. All materials are provided; hours are flexible during spring, summer, and fall.

Virginia Beach Clean Community Commission

The Virginia Beach Clean Community Commission (VBCCC) which has a Mayor appointed chairman was formed in 1980 to undertake the task of promoting litter prevention, recycling, beautification and general environmental awareness through educational projects designed to reach all segments of our community.

The Commission is composed of a chairman appointed by the Mayor, a full time, paid Coordinator plus volunteers representing various sectors of the community. Commission volunteers are assigned to operational committees and these committees work with city civic leagues, service clubs, military bases, and individuals for support of the Commission's events and projects.

Virginia Beach's programs concentrate on more than traditional cleanup campaigns. To reach a more permanent solution to litter, a system was adopted to help change the attitudes of our residents concerning the appearance of our public, private, and industrial areas.

The Commission has a number of on-going programs aimed to educate citizens and school children. Presentations are given in the schools on litter prevention/awareness and recycling. VBCCC also schedules presentations to civic groups or businesses. Informational materials, as well as auto litterbags, are distributed at special events throughout the city.

Website: www.vbgov.com/vbclean or www.vbclean.org

Phone: (757) 385-4104

Financial Support

Your financial support of VBCCC can play a big part in preserving the natural beauty of our city. The crusade to curb the costly and ever-growing menace of littering requires the constant involvement of more industries, businesses, organizations and dedicated individuals of our city. Contributions are used to cover certain expenses incidental to Earth Day, Clean the Bay Day, Storm Drain Marker, Litter prevention/awareness education programs, etc. Contributions to VBF/CCV are tax deductible.

Please check membership choice:

- . Student..... \$10
- . Sustaining \$200
- . Friend \$25
- . Corporate \$500
- . Contributing..... \$50
- . Patriot \$1,000 & above
- . Supporting \$100
- . Donation specify amount below

Organization

Name _____

Street _____

City, State, Zip _____

Telephone _____ Amount Enclosed \$

Please make check payable to VBF/CCV and mail to:

Virginia Beach Foundation
Attn: VBF/CCV
1604 Hilltop West Executive Center
Va. Beach, VA 23451

Please keep us in mind when you are thinking about memorials. A contribution in the name of a loved one is a thoughtful and unique gift.

Environmental Stewardship Activities

Standing Committees:

Business Committee:

Educate and encourage local businesses in litter prevention and environmental awareness and to seek their support in maintaining the cleanliness and beauty of the City.

Education Committee:

Develop awareness and support of litter prevention and environmental awareness through education programs for the schools and the general public.

Finance and Fund Raising Committee:

Secure financial and material support for Clean Community programs. Maintain financial records in cooperation with the Virginia Beach Foundation. Donations to our VBF/CCV fund are tax deductible.

Public Relations Committee:

Increase community awareness of litter prevention and environmental awareness efforts so that more residents will become involved in our program.

Recognition Committee:

Develop programs which recognize individuals and/or organizations which contribute to the cleanliness and beauty of the city. (i.e. "Litter Free Award"- bi-monthly awards to businesses or neighborhoods in each of the seven Virginia Beach voting districts, to recognize their exceptional efforts at controlling litter on and near their premises.)

For more information on any listing for Virginia Beach's Clean Community Program, Contact:

Ruby Arredondo
Clean Community Coordinator
City of Virginia Beach
Phone: (757) 385-4104
Fax: (757) 427-1895
[E-mail: rarredon@vbgov.com](mailto:rarredon@vbgov.com)

HR CLEAN Regional Contacts

| Location | Contact Person | Phone |
|----------------------|----------------------------------|----------------|
| Chesapeake | Gail Bradshaw | (757) 382-6411 |
| Fort Monroe | Peter VanDyke | (757) 788-2444 |
| Franklin | PW Director | (757) 562-8564 |
| Gloucester | Sara Delo | (804) 693-5370 |
| Hampton | Debbie Blanton | (757) 727-6776 |
| HRPDC | Julia Hillegass or Aimee Hart | (757) 420-8300 |
| Isle of Wight County | Donald M. Long | (757) 357-0934 |
| James City County | Jennifer Privette | (757) 565-4000 |
| Newport News | Dori Brown | (757) 269-2871 |
| Norfolk | John Deuel | (757) 441-1347 |
| Poquoson | Judy Wiggins | (757) 868-3000 |
| Portsmouth | Claudia Cox-Wynn | (757) 393-5628 |
| Southampton Co. | John Jenkins | (757) 653-3011 |
| Suffolk | Angela Mills | (757) 923-2143 |
| Surry County | James Charity | (757) 294-5237 |
| Virginia Beach | Ruby Arredondo | (757) 385-4104 |
| Williamsburg | Tammy S. Rojek | (757) 220-6140 |
| York County | Laurie Halperin | (757) 890-3542 |
| SPSA | Brenna Gintyrapp | (757) 420-4700 |
| VPPSA | Tracy Elsass | (757) 259-9850 |

Website: <http://www.hrclean.org>

Related Organizations

Environmental Crimes Task Force (Environmental Crimes Hotline):

The Environmental Crimes Task Force is comprised of members from various city agencies, dedicated to the protection of public health and safety, and the environment. The environmental crimes 24 hour hotline should be used to report the spill, discharge, or release of any hazardous materials.

Call the Environmental Crimes Hotline:
Monday - Friday (8 am - 5 pm) 385-4228
Evening and weekends 385-5000 ext 1

HR CLEAN

Website: <http://www.hrclean.org/>

The HR CLEAN is a coalition of local clean community coordinators, recycling coordinators, and environmental educators who work to promote litter prevention, recycling, beautification and general environmental awareness through educational projects designed to reach all sectors of our regional community.

Region-wide activities, events and projects are formulated by this group to promote environmental awareness on a year-round basis. See page 19 for contact names and phone numbers.

Special Events Committee

Promote and represent Clean Community efforts at special events and educational programs throughout the city.

Special Projects Committee

Develop specific programs and projects which enhance public awareness of litter prevention and environmental awareness and execute participation therein.

Supporting Organizations Committee

Provide liaison with organizations supporting Clean Community projects and seek support and volunteers from these supporting organizations. The commission meets on a bi-monthly basis. These meetings are held the second Thursday in January, March, May, July, September, and November of each year. These evening meetings start at 6 pm.

The annual Environmental Service Recognition Breakfast, where outstanding VBCCC volunteers are honored, is scheduled in October.

If you would like to become involved, call the VBCCC office at 385-4104 or [e-mail: vbcclean@vbgov.com](mailto:vbcclean@vbgov.com)

VBCCC Volunteer Opportunities

Residents are encouraged to participate in the various activities and projects sponsored by Clean Community. We are able to utilize volunteers throughout the year, whether it's a one-time or continuing volunteer effort.

Please refer to the following list for volunteer ideas:

One-time Opportunities

- Clean the Bay Day (CTBD) - day of cleanup volunteer
- Earth Day (ED) - day of event volunteer.
- Storm Drain Marker Program - flexible hours and dates.

Annual Opportunities

- Environmental Awareness Presentations - volunteer presenter.
- Clean the Bay Day (CTBD) - zone captain or day of cleanup volunteer.
- Earth Day (ED) - planning committee or day of event volunteer.
- VBCCC Internship - three month internship (longer periods available) Ideal for college students studying Environmental Science, Geography, Geology or Biology.

Please call Clean Community Coordinator for more information. Call 385-4104. Leave a name, phone number and the neighborhoods within the city where your group would like to tackle. There are over 30,000 storm drains to be marked in Virginia Beach. Each drain takes 5-10 minutes. You can schedule your own hours.

The Storm Drain Marker project is usually conducted during the Spring, Summer and Fall because of weather restrictions.

Targeted Clean-ups

Combining Clean Community Commission's commitment to a more beautiful Virginia Beach with empowering our residents, the Commission provides logistic support for one time clean ups in "targeted" areas. Supplies are provided for groups willing to lend a hand.

These events normally are the result of an observed public area in need of clean up. Often times representatives of the community identify such areas. Clean Community acts as a catalyst joining volunteers and resources with parts of our community in need of attention. These events, when conducted with volunteers from local civic leagues, homeowner associations, houses of worship, military commands or businesses often result in long-term improvements in neighborhood appearance and community pride. This not only empowers the homeowners but also returns their 'sense of ownership' to their neighborhoods.

Presentations and Reference Materials

Targeted: All age levels

VBCCC can provide, on a scheduled basis, a speaker for school clubs, community organizations, and businesses. A variety of reference materials are available, on a loan basis, to teachers and club advisors. We also have, on a limited basis, give-a-ways such as pencils, pens, auto litter bags, and pocket ashtrays.

Storm Drain Marker Program

Targeted: All age levels

The program was implemented to help increase public awareness of the environmental effects of dumping in storm drains and their contribution to water pollution in the Chesapeake Bay, Back Bay, and the ocean. Storm water pollution is a major source of our nation's water quality problems. A study showed that 50% of the pollution in the Chesapeake Bay is due to storm water run off. Water that runs off streets and buildings picks up litter, motor oil, excess fertilizers and other pollutants as it makes its way into natural waters.

How can you help?

Volunteer to adhere our four-inch urethane markers stating, "Only rain...Down the Storm Drain." Volunteer groups of two or more people are needed. Materials are provided.

Continuing Opportunities

- Adopt-A-Program (AAP)
- Virginia Beach Clean Community Commission
- VBCCC Committees - member

Most of the projects listed in this booklet are recurring or annual events. These are noted in the main section and a planning calendar is in the back for planning purposes. If you wish to volunteer:

Call (757) 385-4104 or [e-mail: vbclean@vbgov.com](mailto:vbclean@vbgov.com)

Environmental Stewardship Activities

Environmental Awareness Presentations

Presentations scheduled during the School Year.

Targeted: Elementary school students

An in-class, participatory presentation dealing with educational material, while serving as a source of fun and entertainment for the children is offered. These presentations educate students in environmental awareness and reinforce positive behavior in waste management practices. These presentations address many of the Virginia Standards of Learning. Schools may request presentations to enhance classroom lessons.

Adopt-A-Programs

Targeted: All age levels

The Adopt-A-Programs were developed to maintain the quality of life for the City and more specifically, the aesthetics of our roadways, streets, beaches and other public properties. These are divided into two areas: Litter Cleanup and Landscape Maintenance. To adopt an area, groups agree to clean litter from a designated location or enhance the appearance of an individual neighborhood for a two-year period. These litter cleanups or landscape maintenance are to be conducted at least six times per year, although more frequent monitorings and cleanups are encouraged. Project is scheduled for a three-hour session. Projects are usually undertaken on a Saturday, however any day is available (if agreeable to the resident and volunteers).

Projects require 5 to 20 volunteers who can commit three to four hours on a Saturday. Volunteers often provide their own equipment to perform the project. Limited equipment is available for pickup from the Clean Community office. Helping Hands projects are normally conducted every year March through October.

To provide these services to the public, both volunteers and donated equipment are always appreciated. We are looking for groups of at least 5 to volunteer.

Litter Critters

(Mother Earth and Lady Bug)

VBCCC costume characters are available, on a limited basis, for presentations and appearances at special events.

Call the Clean Community office to schedule appearances for the Litter Critters.

If you would like to volunteer to be a Litter Critter, please contact the VBCCC office.

Earth Day celebrates the fact that our earth has just one environment which touches all of humanity. This endeavor will hopefully continue to spread the word that there is but one Mother Earth, and we are her caretakers.

Helping Hands

The Helping Hands program is a program developed by the Clean Community Commission to address challenges faced by local senior citizens and individuals with physical challenges. The focus is assisting senior and the physically disabled citizens, of modest income, with the maintenance of the grounds of their properties. Helping Hands provides a one-time assistance to perform yard work to clean and make a yard more manageable for the resident. The goal is to make it easier for our senior and physically disabled residents to remain in their homes. It also promotes improved community

appearance. Often projects result in neighbors offering to provide on going support for their neighbor. Yards are transformed in three hours similar to the popular television programs. Helping Hands continues to grow in popularity since its introduction in 2003.

The Virginia Beach Clean Community Commission acts as a conduit connecting those in need with volunteer resources and equipment. Residents are nominated by a neighbor, family member or themselves. Nomination forms are available by calling the Clean Community Office or online at vbgov.com/vbclean. Nominations are reviewed and the applicant contacted. After a site visit by a Clean Community Commission representative, an assessment of needs and what can be accomplished by the team in three hours is made. Clean Community then recruits a team of volunteers to match the project. Each Materials and supplies for the litter cleanups are provided, along with posted signs at the designated locations. A report card needs to be submitted by the group after each cleanup/landscape maintenance activity. An adoption agreement can be obtained by contacting VBCCC or visiting www.vbgov.com/vbclean or www.vbclean.org. There are a variety of areas available to choose from:

Type of Adoptions Available

- Beach..... One-mile section of beach
- Highway Two-mile arterial roadway section (both sides)
- Park City parks
- School Ground..... Public/private school grounds
- Spot Any public area that needs attention
- Street 1-mile residential street section (both sides)
- Trail 1-mile bike/walkway sections
- Waterway.....At least 1/2 mile of waterway
- Landscape Maintenance A minimum of 300 sq. ft. with a submitted landscape plan

Clean the Bay Day

Website: www.cbf.org/clean

Scheduled the second Saturday of June every year.

Each year, tons of refuse, especially plastics, enter the marine environment from ships, recreational boaters, and land-based sources. This debris is not only unsightly as it accumulates along shorelines, but it is a life-threatening hazard to marine wildlife, especially birds, sea turtles, and fish. It also creates a hazard to boaters. The accumulation of debris within storm water management facilities greatly increases flooding of neighborhoods and businesses.

In an effort to put an end to the problem of marine debris, Clean the Bay Day cleanups have been conducted since 1989. The purpose of this annual, one-day effort has been to enlist the help of citizens to clean up beaches and shorelines. It also quantifies and documents the types of litter found. The data is used to identify and support policies and practices that address the use and disposal of waste, such as plastics. Perhaps the most beneficial impact of these projects, however, is the education of volunteers who participate in the cleanups and the environmental stewardship that results from it. More people are becoming aware of the marine debris problem and expressing a genuine desire to help.

There are many ways to help.

- Educate yourself and the people you know about the marine debris problem.
- Become a responsible consumer.
- On boats or at home, reduce the litter that you generate by buying goods that are not over packaged.
- Reuse the items that can be reused.
- Recycle materials that can be recycled.
- Above all, do not litter.

Most of the trash collected during Clean the Bay Day are litter items. These were either deliberately left behind by careless beach goers, or washed to our shores from streets via storm drains. Littering is not only against the law and an eyesore, it is also an endangerment to wildlife. The future of the Chesapeake Bay and its wildlife depends on all of us "cleaning up our act." Volunteer for this three-hour Saturday cleanup which will be happening all around the Chesapeake Bay and its tributaries on the second Saturday in June each year. For volunteering information, contact:

Va. Beach: Va. Beach Clean Community (VBCCC)
 385-4104 or e-mail vbclean@vbgov.com
 Other Cities: www.cbf.org/clean

Earth Day

First Sunday afternoon in May

Targeted: All age levels

Volunteers needed:

- Event planning - teens and adults
- Day of event - teens and adults (youth in specialized areas)
- Corporate Sponsors are always welcome for the event.

Sponsored by the City of Virginia Beach in a cooperative spirit that conserves manpower and resources and thereby enables a better event. This is a FREE afternoon event and all Hampton Roads residents are invited to come learn about our environment while having fun. In addition to the traditional Earth Day exhibits, games, crafts, ECO Trail, and other events, there is also food, music, and displays.

Since April 22, 1990, when the 20th Earth Day Anniversary was celebrated, Virginia Beach has continued to foster environmental awareness through projects such as the annual Earth Day event. Earth Day celebrations have grown into an area-wide event attracting between ten thousand and twenty thousand people.

For information,

City of Virginia Beach
 Clean Community Programs

4141 Dam Neck Road
 Virginia Beach, VA 23456

Phone: (757) 385-4104

TTY: (757) 711

Fax: (757) 427-1895

E-mail: vbclean@VBgov.com

Web: www.VBgov.com/vbclean or www.vbclean.org

F. Department of Environmental Quality Litter and Recycling Grants

Visit the DEQ website at: <http://www.deq.virginia.gov/recycle/programs.html> for detailed information about funding available through DEQ.

1. The Non-Competitive Litter and Recycling Grant

Every locality is encouraged to apply for the annual non-competitive litter prevention and recycling grant. In August of each year, the Virginia Department of Environmental Quality receives funding from litter taxes that are paid by Virginia retailers each year.

Annually on May 1 DEQ will post the non-competitive litter prevention and recycling grant package. It is a two part package consisting of the application (for single localities or for localities that wish to apply (co-op) together). County Administrators, Town Managers, and City Managers must sign the application and send it to DEQ. The application **MUST** be postmarked by June 30 of each year to receive funding for the upcoming cycle.

The Performance and Accounting Report is usually found on pages 7 – 10 behind the application. For an application to be complete, the Performance and Accounting report must also be completed and send to DEQ. The postmarked deadline for the P & A is always August 31.

The two deadlines referenced above, June 30 and August 31 are the same every year and the deadlines are written in stone! If a locality misses the deadline, DEQ asks why, and if the locality still wants funding, DEQ staff will take the application to the Fund Board to ask if they will grant them funding. To date, the Fund Board has NEVER made an exception.

Here is a list of what the fund may and may not be used for:

Authorized Uses of Funds

The grant shall be used for litter prevention and recycling program implementation, continuation, and/or expansion. Authorized uses of the grant funds include:

- Salaries, wages, or other personnel costs
- Office supplies, postage, telephone
- Printing and program materials
- Travel expenses
- Locally conducted meetings, workshops, and awards
- Audiovisual material on litter or recycling
- Equipment such as: educational, litter receptacles, recycling, source reduction, and reuse equipment, audiovisual, safety, and the renting of such equipment
- Award materials
- Cleanup supplies
- Annual dues for solid waste related associations
- Litter collection and/or recycling collection contracts

Unauthorized Uses of Grant Funds

Grant funds shall not be used for the following:

- Meals associated with award events. Applicants are encouraged to use other sources of funds for such purposes.
- Purchase of mass media time or space.
- For any project or item not directly related to litter prevention or recycling, including (but not limited to):
- Beautification projects, landscaping, purchase of trees or shrubs, or lawn services.
- Purchase of equipment for lawn maintenance or for collection, transportation, and disposal of solid waste.

The application and the performance and accounting report may vary some from year to year regarding the questions that are asked. So that you can familiarize yourself with the grant application package, a sample application package from CY 2007-2008 follows.

If you have any questions about the grant application process, please contact Sheila Barnett at (804) 698-4055 [or smbarnett@deq.virginia.gov](mailto:smbarnett@deq.virginia.gov) or Steve Coe at (804) 698-4029 or gscoe@deq.virginia.gov

**VIRGINIA DEPARTMENT OF ENVIRONMENTAL QUALITY
LITTER PREVENTION AND RECYCLING GRANTS**

SINGLE LOCALITY PROGRAMS

**Application and Contract for a Virginia Litter Prevention and Recycling Grant Between
The Locality of _____**

and

The Virginia Department of Environmental Quality (DEQ)

Grant Period: **July 1, 2007, through June 30, 2008**
-- Due to DEQ by June 30, 2007 --

The Locality agrees to use these grant funds to perform the litter prevention and recycling activities listed below: (Note: for a locality to qualify, a minimum of two items must be marked.)

| | | | | | |
|-----|----|-------------------------|-----|-----|---------------------------|
| Yes | No | | Yes | No | |
| | | Planning & Organization | ___ | ___ | "Adopt-A" Programs (List) |
| | | Recycling | | | _____ |
| | | Youth Education | | | _____ |
| | | Cleanups | | | Other (List) |
| | | Law Enforcement | | | _____ |
| | | Public Communication | | | _____ |

I certify that the above information is correct and agree to the terms and conditions contained herein and in the Guidelines (DEQ-LPR-2) for this grant program.

Name of Organization: _____

Name of Authorized Official: _____
(Please print) Email Address

Title: (County Administrator, City Manager, or Town Manager)

Signature: _____ Date _____

Address: _____

FIN# _____

FIPS# _____

INFORMATION BELOW IS FOR DEPARTMENT OF ENVIRONMENTAL QUALITY USE ONLY

Signature of DEQ Official: _____ Date: _____

| | | | | | | | | | |
|-----------------------------|----------------|--------|------------------|-----------------------|-------------------------|---------------------------------|--------|--------------|--|
| DEQ USE ONLY | TRANS | AGENCY | FUND FUND DET | FFY | PROGRAM PROG SUB ELE | OBJECT | AMOUNT | COST CODE | |
| | 325 | 440 | 0925 | 2008 | 515 09 00 | 1451 | | 204 | |
| | INVOICE NUMBER | | | PROJECT CODE 90024 | | DESCRIPTION | | | |
| | GRANTS | | | | | LITTER PREVENTION AND RECYCLING | | | |

**VIRGINIA DEPARTMENT OF ENVIRONMENTAL QUALITY
LITTER PREVENTION AND RECYCLING GRANTS**

COOPERATIVE PROGRAMS

Application and Contract for a Virginia Litter Prevention and Recycling Grant Between

The Localities of _____
and
The Coordinating Agency _____
and
The Virginia Department of Environmental Quality (DEQ)

Grant Period: **July 1, 2007, through June 30, 2008**
-- Due to DEQ by June 30, 2007 --

The Coordinating Agency is applying for grant funding allocated for each of the localities identified above, and agrees to use these grant funds to perform the litter prevention and recycling activities listed below: (Note: for an agency to qualify, a minimum of two items must be marked.)

| | | | |
|-------------------------|-------|--------------|-----------------|
| Yes | No | Yes | No |
| _____ | _____ | _____ | _____ |
| Planning & Organization | | ? Adopt-A? | Programs (List) |
| Recycling | | _____ | _____ |
| Youth Education | | _____ | _____ |
| Cleanups | | Other (List) | _____ |
| Law Enforcement | | _____ | _____ |
| Public Communication | | _____ | _____ |

I certify that the above information is correct and agree to the terms and conditions contained herein and in the Guidelines (DEQ-LPR-2) for this grant program. I further certify that a written agreement between the Coordinating Agency and each participating locality is on file.

Name of Organization: _____

Name of Authorized Official: _____
(Please print) _____ Email Address _____

Title: (County Administrator, City Manager, Town Manager, or Coordinating Agency's Executive Director)

Signature: _____ Date _____

Address: _____ FIN# _____

FIPS# _____

INFORMATION BELOW IS FOR DEPARTMENT OF ENVIRONMENTAL QUALITY USE ONLY

Signature of DEQ Official: _____ Date: _____

| DEQ USE ONLY | TRANS | AGENCY | FUND FUND DET | FFY | PROGRAM PROG SUB ELE | OBJECT | AMOUNT | COST CODE |
|--------------------|----------------|--------|------------------|------|---------------------------------|-----------|--------|--------------|
| | | 325 | 440 | 0925 | 2008 | 515 09 00 | 1451 | |
| | INVOICE NUMBER | | PROJECT CODE | | DESCRIPTION | | | |
| | | | 90024 | | | | | |
| | GRANTS | | | | LITTER PREVENTION AND RECYCLING | | | |

Guidelines for Litter Prevention & Recycling Grants

1. Introduction

Allocated funds are available to Virginia localities as non-competitive grants based on population and road miles, if the locality has an eligible program as identified in Section II.B and C below. Grant applications (Form DEQ-LPR-1A or DEQ-LPR-1B) must be submitted (postmarked) to DEQ **by June 30, 2007**.

The Performance and Accounting Report (Form DEQ-LPR-3) must be submitted (postmarked) to DEQ **by August 31, 2007**, in order for the locality to receive a grant.

These grants are provided by funds generated by taxes enacted under Section 58.1-1700 to 58.1-1710 of the Code of Virginia and through authority granted to the Department of Environmental Quality (DEQ) under Section 10.1-1422 of the Code of Virginia. These guidelines supersede all previous regulations and guidelines relating to these grant funds.

2. Eligibility

- A. All cities, counties, and incorporated towns in Virginia are eligible if they have an eligible litter prevention and/or recycling program.
- B. An eligible program must include at least two elements of a comprehensive program. The elements of a comprehensive program are: 1) Planning and Organization, 2) Recycling, 3) Youth Education, 4) Cleanups, 5) Law Enforcement, 6) Public Communication, and 7) "Adopt-A" Programs sponsored by the locality.
- C. An eligible program may also include any of the non-disposal elements of waste management (Source reduction, reuse, and recycling) in the locality's approved Solid Waste Management Plan. Procurement of recycled goods may also be included.
 - All completed forms (see specific submittal deadlines in Section I) must be received (postmarked) by indicated dates by DEQ for grants to be paid.
- D. Localities may apply singly or as a participant in a Cooperative Program. A Cooperative Program consists of two or more localities joining together and combining grant funds to implement one program. One application form (DEQ-LPR-1B) is submitted for the Cooperative Program by a Coordinating Agency, which may be one of the participating localities or a non-governmental agency. The Coordinating Agency submits an executed original of DEQ-LPR-1B that lists each participating locality. Also, the Coordinating Agency will be responsible for submitting the required Performance and Accounting Report on behalf of the participating localities.
 1. For Cooperative Programs among units of local governments only, the Coordinating
 2. Agency shall affirm that a written Agreement with each participating locality is on file. Such Agreement shall expressly authorize the

Coordinating Agency to apply on behalf of each participating locality.

3. For Cooperative Programs implemented by a non-governmental agency, the Coordinating
4. Agency shall include, in addition to the Application, written evidence that the Coordinating Agency is acting for and accepting funds on behalf of each participating locality. This evidence shall include one of the following:
 - copies of the Agreements that originally established the Coordinating Agency by the participating local governments;
 - signature by each locality's manager on the Application form itself; or,
 - any other applicable documentation which indicates the localities' desire for the non-governmental agency to accept funding and provide services on their behalf
5. Applications shall be signed by individual authorized to request such funding and who is responsible for documenting its use in support of the litter prevention and recycling program efforts. For individual locality applications, this is the County Administrator, City Manager, or Town Manager. For Coordinating Agencies that are non-governmental, the application shall be signed by the Coordinating Agency's Executive Director, and include documentation specified in II.G above.
6. Application forms must include the correct Federal Identification Number (FIN) and Federal Information Processing Standards (FIPS) numbers for the locality designated to receive the grant amount. Application forms for Cooperative Programs must include only the FIN and FIPS numbers of the Coordinating Agency. Missing or incorrect FIN and FIPS numbers on an application form may result in a delay in awarding the grant amount.

3. Funding Process

- A. The grant amount will be sent directly to each locality. For localities participating in a Cooperative Program, the total grant amount will be sent directly to the Coordinating Agency designated on the application form (DEQ-LPR-1B).
- B. This grant program year runs from July 1, 2007, through June 30, 2008.
- C. Any unexpended funds at the end of the FY 2007 grant program year may be carried forward to the FY 2008 grant program year, so long as this amount carried forward does not exceed 25% of the FY 2007 grant award. Unspent grant funds in excess of 25% of the FY 2007 grant award will be deducted (netted) from the FY 2008 grant.

- D. Funds will not be released until a completed Performance and Accounting Report Form (DEQ-LPR-3) for the previous grant program year is submitted with an original signature by the proper authority.

4. Authorized Uses of Funds

- The grant shall be used for litter prevention and recycling program implementation, continuation, and/or expansion. Authorized uses of the grant funds include:
 - Salaries, wages, or other personnel costs
 - Office supplies, postage, telephone
 - Printing and program materials
 - Travel expenses
 - Locally conducted meetings, workshops, and awards
 - Audiovisual material on litter or recycling
 - Equipment such as: educational, litter receptacles, recycling, source reduction, and reuse equipment, audiovisual, safety, and the renting of such equipment
 - Award materials
 - Cleanup supplies
 - Annual dues for solid waste related associations
 - Litter collection and/or recycling collection contracts

5. Unauthorized Uses of Grant Funds

Grant funds shall not be used for the following:

A. Meals associated with award events. Applicants are encouraged to use other sources of funds for such purposes.

B. Purchase of mass media time or space.

C. For any project or item not directly related to litter prevention or recycling, including (but not limited to):

- Beautification projects, landscaping, purchase of trees or shrubs, or lawn services.
- Purchase of equipment for lawn maintenance or for collection, transportation, and disposal of solid waste.

6. General Accountability: Performance and Accounting Report

The Applicant shall keep accounting records for the grant funds. A Performance and Accounting Report Form (DEQ-LPR-3) for the previous grant program year shall be submitted (postmarked) to DEQ no later than August 31, 2007. Subsequent grants shall not be approved until the Performance and Accounting Report Form for the previous grant program year is received by DEQ. The Performance and Accounting Report must be signed by the County Administrator, City Manager, Town Manager or the locality's or Coordinating Agency's Chief Financial Officer. For a non-governmental agency, the Performance and Accounting Report form shall be signed by the agency's Executive Director or Chief Financial Officer.

7. Return of Grant Funds

Funds not used or accounted for in compliance with these Guidelines and the Application shall be returned by the Applicant to DEQ. A locality participating in a Cooperative Program shall be liable for its pro rata share of the total liability.

7. Mail completed forms to: (New Address!)

Virginia Department of Environmental Quality
Litter Prevention and Recycling Grants Program
P.O. Box 1105
Richmond, Virginia 23218

For information, contact:

Sheila Barnett (804) 698-4055_smbarnett@deq.virginia.gov

Steve Coe (804) 698-4029_gscoe@deq.virginia.gov

VIRGINIA DEPARTMENT OF ENVIRONMENTAL QUALITY
NON-COMPETITIVE GRANT PERFORMANCE AND ACCOUNTING REPORT
FY2006 (JULY 1, 2006 - JUNE 30, 2007)

Due to DEQ by August 31, 2007

SECTION 1. PLANNING, ORGANIZATION, AND FUNDING

(NOTE: Quantifications in this report should apply only to activities supported by Grant Funds.)

A. Organization

1. Name of entity, which received grant funds and performed work:

Participating jurisdictions: _____

2. Program Manager

Name: _____

Title: _____

Address: _____

Telephone: _____

Fax: _____

E-mail: _____

B. Paid Staff and Volunteers

1. Number of Paid Staff

Full Time # _____

Part Time # _____

2. Annual hours worked by paid staff #

3. Total number of volunteers' hours (for all _____)

C. Total Program Support

| | CASH | IN-KIND SERVICES |
|---|----------|------------------|
| 1. DEQ Grant (FY2007) | \$ _____ | |
| 2. Carry Forward Funds (FY2006) | \$ _____ | |
| 3. Locality | \$ _____ | \$ _____ |
| 4. Private Sector | \$ _____ | \$ _____ |
| 5. Value of volunteer work | | |
| # of hours (item (item B3) B3) x \$17.97 | ? | \$ _____ |
| 6. Other i(specify _____) | \$ _____ | \$ _____ |
| 7. Sub Totals | \$ _____ | \$ _____ |
| 8. Grand Total | \$ \$ | \$ _____ |

SECTION II. PUBLIC COMMUNICATIONS

A. Informational materials distributed (i.e. brochures, newsletters, coloring books, etc.)

1. Total pieces of materials distributed # _____

B. Other materials distributed (i.e. litterbags, pencils, stickers, etc.)

1. Total pieces of other materials distributed # _____

C. Media activity (i.e. press releases, event notices, PSAs, interviews, etc.) (For example, if you mailed the same press release to 3 newspapers and 2 radio stations, it counts as 1 item)

1. Total number of media items # _____

D. Public presentations (not including Youth Education-see Section III)

1. Number of group presentations / workshops _____

2. Total attendance at presentations / workshops _____

3. Number of staffed displays or events (i.e. county fairs, community events, etc.) # _____

4. Total attendance at displays or events # _____

5. Number of unstaffed events and displays (i.e. bulletin board displays at a mall, a school or municipal building, etc.) # _____

6. Total attendance at staffed events (item D2 plus D4) # _____

E. Electronic Communications (# of unique hits to the litter or recycling web page)

1. Number of website "hits" _____

2. Number of e-mail distributions (i.e. newsletters, announcements, non-routine correspondence) (for example, a newsletter sent to 80 people by e-mail counts as 1 distribution, not 80). # _____

SECTION III. YOUTH EDUCATION

A. Presentations/Workshops

1. Number of youth presentations/ workshops # _____

2. Total attendance at youth presentations / workshops # _____

3. Number of Youth Leader training sessions (i.e. teachers, 4-H or Scout leaders, etc.) # _____

4. Total attendance at Youth Leader training sessions # _____

B. Environmental Clubs

1. Number of Youth Environmental (Ecology) Clubs # _____

2. Number of club members # _____

C. Other Youth Events

1. Number of other youth events (i.e. field trips, camps, games, etc.) # _____

2. Total attendees at other events # _____

SECTION IV. LITTER CLEANUPS AND RECYCLING

- A. Litter Program, Clean up Events:** (Includes neighborhood and community cleanups, waterway and open dump cleanups and all “adopt” cleanups. DO NOT include any VDOT “adopt-a-highway” cleanup data unless you organized or staffed the event.)
1. Total number of program cleanup events _____
 2. Total number of volunteers for all cleanup events _____
 3. Total cubic yards of litter collected from all activities _____

Conversion Formula: Six 30 gallon garbage bags = one cubic yard of litter
600 pounds = one cubic yard of litter
1 Ton = 3.3 cubic yard of litter

- B. Litter Program, Assign-a-Highway Results:** (if none, check here ___)
1. Number of probationer’s assigned _____
 2. Number of road miles cleaned _____
 3. Total cubic yards of litter collected from the Assign-a-Highway program _____

- C. Recycling Program:** (please help us update our information on locality recycling programs)
1. Curbside Collections ___ No ___ Yes (# of homes served _____)
 2. Drop-Off Sites ___ No ___ Yes (# of Sites _____) 2a.
Are sites manned? ___ No ___ Yes
 3. Electronics Recycling ___ No ___ Yes
3a. # of Collection Events in 2006/2007 _____, **OR** # of ongoing collection sites _____
 4. Special Recycling Events (Please List) _____

SECTION V. PROGRAM FUNDING ALLOCATION

Please estimate the % of your grant funds used for the litter prevention program activities, and for the recycling program activities for FY 2007:

Litter Prevention Program _____ %
Recycling Program _____ %

ACCOUNTING REPORT

REPORT ONLY: Grant expenses for the July 1, 2006 to July 1, 2007 grant year.

A. STARTING GRANT FUNDS

| | <u>GRANT FUNDS</u> |
|--------------------------------------|--------------------|
| 1. Total Grant Award (FY 2007) _____ | \$ _____ |
| 2. Carry Forward (FY 2006) _____ | \$ _____ |
| 3. Total grant funds _____ | \$ _____ |

B. GRANT FUND EXPENSES

| | <u>AMOUNT SPENT</u> |
|---|---------------------|
| 1. Salary, wages, and other personnel costs | \$ _____ |
| 2. Administrative expenses (office supplies, postage, telephone, contracts, etc.) | \$ _____ |
| 3. Program materials | \$ _____ |
| 4. Travel | \$ _____ |
| 5. Equipment (specify) _____ | \$ _____ |
| 6. Other (specify) _____ | \$ _____ |
| 7. Total grant fund expenses (This total cannot exceed item A3 above) | \$ _____ |

C. UNSPENT GRANT FUNDS

| | |
|--|------------|
| 1. Total Grant Funds (item A3) | \$ _____ |
| 2. Minus - Total Grant Fund Expenses (item B 7) | - \$ _____ |
| 3. Equals - Unspent Grant Funds as carry forward | = \$ _____ |
| 4. Calculate 25% of FY 2007 Grant (item A1) | = \$ _____ |
| 5. Enter Allowable Carry Forward (smaller of C3 or C4 above) | \$ _____ |

D. CERTIFICATION: *I certify that the information provided in the Performance and Accounting report is accurate.*

Signature of the County Administrator, City Manager, Town Manager, locality Chief Financial Officer; or the Coordinating Agency's Executive Officer or Chief Financial Officer

 Title

 Date

2. The Non-Competitive Litter and Recycling Grant

A. Introduction

The 2006 General Assembly changed the distribution formula and grant purposes supported by Virginia's litter taxes. Sections 10.1-1422.01 and 1422.05 of the Code of Virginia have been amended and are now included in Chapter 6 of the 2006 Acts of the Assembly. (See Attachment A)

Effective July 1, 2006, eligible local governments will receive 90% of the funds collected annually (up from 75% previously). Also, 5% of the funds collected annually will now be apportioned to a new grant category (Special Projects). Lastly, the Department of Environmental Quality (DEQ) will continue to receive up to 5% of the funds collected annually to support these grant activities and the administrative costs of the Litter Control and Recycling Fund Advisory Board (Board).

The former statewide and regional litter prevention and recycling education program grants, which received 20% of the funding in past years, has been eliminated.

B. Purpose

The purpose of the new grant category is to provide funding to eligible non-profit organizations and local governments "for the public purpose of developing and implementing local, regional and statewide litter control and recycling programs for which the grants provided in §10.1-1422.04 (the annual grants to localities) are found by the (DEQ) Director to be inadequate."

C. Eligibility

These newly designated grant funds are available to local governments (meeting §10.1-1422.04 requirements) and any non-profit entity composed of representatives of localities that meet the same criteria of §10.1-1422.04. (See Attachment A)

D. Fund Board and DEQ Procedures

During the Fiscal Year Grant cycle (July 1- June 30), the Board shall recommend the use of these funds to the DEQ Director by:

- developing projects and soliciting eligible recipients to implement such project;
- soliciting projects for funding (Request for Projects) from the eligible recipients; or,
- reviewing other requests for funding which may be presented to Board or DEQ.

Thus, the recommendations on the use of these funds are at the discretion of the Board. At its first meeting of each Fiscal Year, the Board shall determine the procedures to be used during that Fiscal Year. In doing so, it shall advise DEQ of the process to be used in soliciting/ developing projects for that Fiscal Year

The Board shall then recommend funding of such projects, using the Special Projects Grant Form. (See Attachment B) The Board shall vote on each such project and send its recommendations to DEQ for consideration.

Upon the Director's concurrence, the DEQ staff will develop a Grant Contract to transfer the funds to the selected recipients in accordance with Commonwealth of Virginia Procurement Procedures.

Should the Director not concur with any of the Board's recommended projects, he shall return the Special Projects Grant Form to the Board, stating the reasons of non-concurrence and requesting the Board's reconsideration

E. Ineligible Project and Activities

Grant funds shall not be used for the following:

1. Meals associated with award events.
2. Purchase of mass media time or space.
3. For any project or item not directly related to litter prevention or recycling, including (but not limited to):
 - beautification projects, landscaping, purchase of trees or shrubs, or lawn services.
 - Purchase of equipment for lawn maintenance or for collection, transportation, and/or disposal of solid waste.

F. Grant and Funding Terms to Recipients

1. A lump sum payment of 30% of the grant amount will be made to the recipient upon execution of a Grant Contract with DEQ and the receipt by DEQ of an invoice by the recipient.
2. A lump sum payment of 50% of the grant amount will be made upon achieving one-half of the Special Project's Scope of Work. The Mid-Term Accountability Report and Invoice shall be submitted and approved by DEQ in order for the payment to be processed.
3. A final lump sum payment of 20% of the grant amount will be made upon the completion of the Scope of Work. The Final Accountability Report and Invoice shall be submitted and approved by DEQ in order for the payment to be processed. .

- OR -

4. An alternative payment term may be approved by the Director, after receiving a recommendation to do so by the Board or DEQ staff based upon the project work schedule.

ATTACHMENT A

CODE OF VIRGINIA

§ 10.1-1422.01. Litter Control and Recycling Fund established; use of moneys; purpose of Fund.

A. All moneys collected from the taxes imposed under §§ [58.1-1700](#) through [58.1-1710](#) and by the taxes increased by Chapter 616 of the 1977 Acts of Assembly, shall be paid into the treasury and credited to a special nonreverting fund known as the Litter Control and Recycling Fund, which is hereby established. The Fund shall be established on the books of the Comptroller. Any moneys remaining in the Fund shall not revert to the general fund but shall remain in the Fund. Interest earned on such moneys shall remain in the Fund and be credited to it. The Director is authorized to release money from the Fund on warrants issued by the Comptroller after receiving and considering the recommendations of the Advisory Board for the purposes enumerated in subsection B of this section.

B. Moneys from the Fund shall be expended, according to the allocation formula established in subsection C of this section, for the following purposes:

1. Local litter prevention and recycling grants to localities that meet the criteria established in § [10.1-1422.04](#);

2. *Litter prevention and recycling grants to localities and nonprofit entities meeting the criteria established in § [10.1-1422.05](#); and*

3. *Payment to (i) the Department to process the grants authorized by this article and (ii) the actual administrative costs of the Advisory Board. The Director shall assign one person in the Department to serve as a contact for persons interested in the Fund.*

C. All moneys deposited into the Fund shall be expended pursuant to the following allocation formula:

1. *Ninety percent for grants made to localities pursuant to subdivision B 1 of this section;*

2. *Five percent for litter prevention and recycling grants made pursuant to subdivision B 2 of this section; and*

3. *Up to a maximum of 5% for the actual administrative expenditures authorized pursuant to subdivision B 3 of this section.*

(1995, c. 417; 2006, c. 6.)

§ 10.1-1422.04. Local litter prevention and recycling grants; eligibility and funding process.

The Director shall award local litter prevention and recycling grants to localities that apply for such grants and meet the eligibility requirements established in the Department's Guidelines for Litter Prevention and Recycling Grants (DEQ-LPR-2) which were in effect on January 1, 1995, and as may be amended by the Advisory Board after notice and opportunity to be heard by persons interested in

grants awarded pursuant to this section. Grants awarded by the Director shall total the amount of Litter Control and Recycling Funds available annually as provided in subdivision B 1 of § [10.1-1422.01](#).

§ 10.1-1422.05. *Litter control and recycling grants.*

The Director, after receiving the recommendations of the Advisory Board, shall award litter prevention and recycling grants to localities that meet the requirements established in § [10.1-1422.04](#), and to any nonprofit entity composed of representatives of localities who meet the criteria established in § [10.1-1422.04](#). These grants shall be awarded for the public purpose of developing and implementing local, regional, and statewide litter control and recycling programs for which the grants provided for in § [10.1-1422.04](#) are found by the Director to be inadequate. Grants awarded by the Director pursuant to this section shall total the amount of litter control and recycling funds available annually as provided in subdivision B 2 of § [10.1-1422.01](#).

(1995, c. 417; 2006, c. 6.)

ATTACHMENT B

Proposal Number: _____
(DEQ use only)

SPECIAL PROJECTS GRANT FORM

I. Applicant Information

Name of Locality or Non-profit Entity: _____
(NOTE: For non-profit, complete Section III.)

Applicant's Federal Identification Number (FIN/EIN #): _____

Project Contact Person: _____

Title: _____

Address: _____

Telephone: _____ Fax: _____

E-mail: _____

For Locality Only:

Name of County Administrator or City/Town Manager: _____

Contact information: Telephone _____ Fax _____

Email _____

For Non-Profit Entity only:

Name of Executive Officer: _____

Contact information: Telephone _____ Fax _____

Email _____

II. Scope of Work

A. Project Name or Type: _____

B. Describe the proposed project:

C. List of jurisdictions where Project will be implemented:

D. Individual Work Components: (describe work to be done)

[Note: use additional sheets or item numbers if necessary]

1. _____

2. _____

3. _____

4. _____

E. Proposed Work Schedule:

(Specify completion dates, or ranges of dates, for each Work Component)

1. _____

2. _____

3. _____

4. _____

F. Proposed Costs: (Specify expected costs for each Work Component)

1. \$ _____

2. \$ _____

3. \$ _____

4 \$ _____

Total Project Cost: \$

G. Applicant's Statement of Eligibility of Project for Funding:

§10.1-1422.05 of the CODE OF VIRGINIA allows for grants to “be awarded for the public purpose of developing and implementing local, regional or statewide litter control and recycling programs for which the grants provided for in §10.1-1422.04 are found by the Director to inadequate.”

State why this project should be considered for funding:

III. Non-Profit Entity Information

Full Non-profit Name: _____

Non-Profit Status: (e.g., 501 C (3), etc.): _

Incorporation Date: _____

FIN/EIN #:

Makeup of Membership (membership must include locality representatives);

Number of Members:

IV. Signature

Authorized Signature

Date

Title

***SPECIAL PROJECTS GRANT FORM SHOULD BE SUBMITTED TO: Virginia
DEQ, Attn: Litter/Recycling Grants Program
P.O. Box 1105, Richmond, VA 23218***

V. Fund Advisory Board Action:

___ Recommended for Funding as follows:

Date:

. **DEQ Director Actions:**

Date: _____

. **GRANT ISSUE DATE:** _____

Assigned Project Code: _____ **Purchase Order Number:**

G. Helpful Resources

Litter Programs in Virginia

Virginia Department of Environmental Quality Litter Prevention Program:

Description: Annual non-competitive litter prevention and recycling grants available to localities to design and pay for programs that meet the needs of the individual localities.

<http://www.deq.virginia.gov/recycle/homepage.html>

Assign-a-Highway

Description: Instead of probationers spending time in jail for non-violent offenses, they may get community service and be required to clean a stretch of road every two weeks for the term of their probation. Southwest Virginia has discovered that it is easier to win cases of civil litigation against litterbugs rather than charge them as criminals.

<http://www.assignahighway.com/>

Adopt-a-Highway:

Description: Traditional Adopt-a-Highway Program. VDOT also has a state maintained wildflower program.

<http://www.virginiadot.org/programs/prog-aah-default.asp>

Adopt-a-Stream:

Description: Sponsored by the Virginia Department of Conservation and Recreation. Information about waterway cleanup adoptions and storm drain stenciling.

<http://www.dcr.virginia.gov/soil&water/adopt.shtml>

Clean Virginia Waterways:

Description: Promotes annual clean up events as part of the Ocean Conservancy's International coastal clean up. Provides education about litter found in Virginia and the harmful effects it has on wildlife.

<http://www.longwood.edu/cleanva/iccva.htm>

Virginia Department of Conservation and Recreation:

Description: Stewardship Virginia Program. – April 1 – May 31 and September 1 – October 31. State wide initiative held twice annually to help citizens with projects that enhance and conserve Virginia's natural and cultural resources. Also includes an Adopt-a-Stream program and a Storm Drain Stenciling Program.

<http://www.dcr.virginia.gov/index.htm>

Virginia Department of Education: Standards of Learning Resources:

Description: At this website, you will find Virginia's SOLs. A litter program manager can use this site as a resource for designing programs that will interest schools. Retired SOL tests are available from this website. A litter program manager may want to review the old tests when designing his/her program too:

<http://www.pen.k12.va.us/VDOE/Instruction/sol.html>

Virginia Naturally

Description: Lists calendar of events for cleanups throughout the state. Grants are made available to schools for environmental enhancement/stewardship projects. Lists 25 ways to help the environment including suggestions for reducing waste.

<http://www.vanaturally.com/volunteer.html>

Miscellaneous Links of Interest

Cigarette Butts:

Description: Web sites that focus on the special concerns of cigarette litter. <http://www.cigarettelitter.org/> and <http://www.litterbutt.com>

Covered Loads Information:

Description: Litter managers in Virginia have expressed concern about litter coming out of vehicles. Stafford County in Virginia and several states have created informational brochures on this topic.

- Secure Your Load Flier (Stafford, Virginia)
<http://stafford.va.us/Departments/Recycling,LitterPrevention&Landfill/SpecialPrograms/Index.shtml>
- North Carolina:
<http://www.ncdot.org/doh/operations/dp%5Fchief%5Feng/roadside/Beautification/events/>
- Georgia: <http://www.dca.state.ga.us/environmental/pickupbrochure.pdf>
- South Carolina: <http://www.palmettopride.org/assets/unsecured%20loads.pdf>
- Washington State: <http://www.ecy.wa.gov/pubs/0507028.pdf>

Keep America Beautiful

Description: Information about national cleanup events, how to measure litter, toolkits, and more. KAB also holds a national litter conference and a mid-year conference with an emphasis on litter and recycling.

www.kab.org

National Center for Environmental Decision-Making Research

Description: Information about who litters and why people litter. Information is provided about litter case studies and littering laws.

<http://www.ncedr.org/guides/litter/index.htm>

Ocean Conservancy

Description: Lists information about green events throughout the country. Also has information about their programs; International Coastal Cleanup, Good Mate, Storm Drain Sentries, Summer Sailstice.

<http://www.oceanconservancy.org/>

Volunteer Recruitment and Retention:

Description: Keep Tennessee Beautiful has three power-point presentations available. The presentations are informative. They are titled; “Double Your Volunteers,” “Littering Facts,” and “The Great American Cleanup.” Go to: <http://www.ktnb.org/>

Special Thanks to the Litter Team

Beginning in January, 2007, these ladies have worked together to create the benchmarking steps. The steps provided in this guide will be used for planning future training sessions for litter managers. If you would like to evaluate your litter program and get ideas for how you can improve your program or make it stronger, these ladies will be glad to work with you.

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