

# Alice Ferguson Foundation

## *Trash Free Potomac Initiative*

Environmental Response Data Collection Standard Workshop  
Coastal Response Research Center  
University of New Hampshire

Tracy Bowen  
Alison Mize

September 26, 2007

TRASH FREE BY 2013!

# Trash Free Potomac Initiative

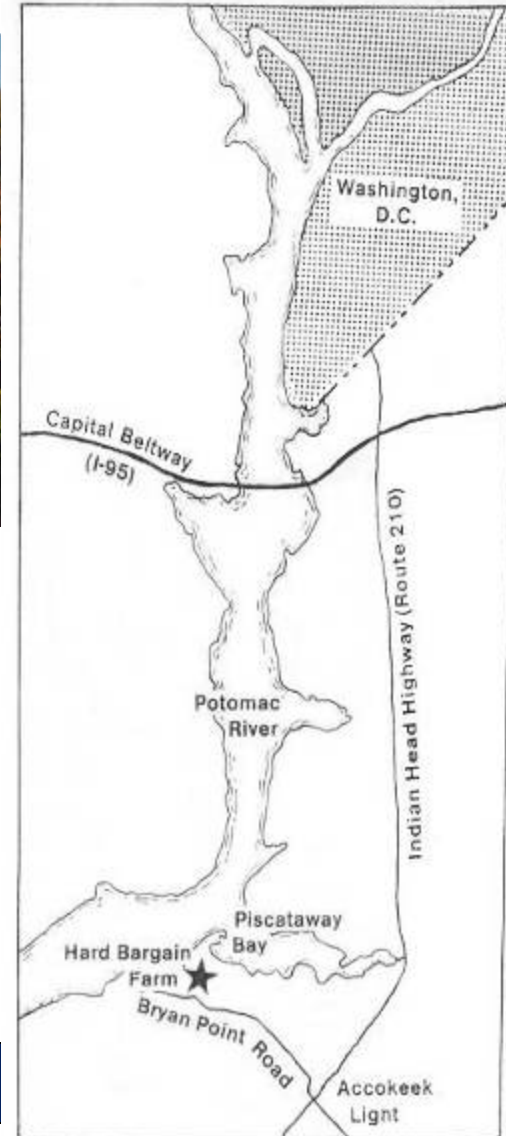
## Presentation Overview

- Background of AFF and Potomac Cleanup
- Getting Beyond Cleanups – Overview of Initiative
- Monitoring is key to success
- Our Monitoring Needs

# Where is the Alice Ferguson Foundation?



- Hard Bargain Farm – 330-acre education facility along the Potomac in State of Maryland
- Ten-miles south of Washington, DC -- just opposite of Mount Vernon



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## Three Core Programs:

- **Hard Bargain Farm Environmental Center** – onsite education program
- **Bridging the Watershed** – offsite in National Parks
- **Trash Free Potomac Watershed Initiative** including the Annual Potomac Watershed Cleanup

# Educate Thousands of Students..



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# ...And Hundreds of Teachers





# Potomac River Watershed Cleanup

- The cleanup began in 1989 when the Alice Ferguson Foundation wanted to clean the Hard Bargain Farm and the Piscataway Park shoreline.

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# Why AFF Cares About Trash



Potomac Shoreline at Hard Bargain Farm

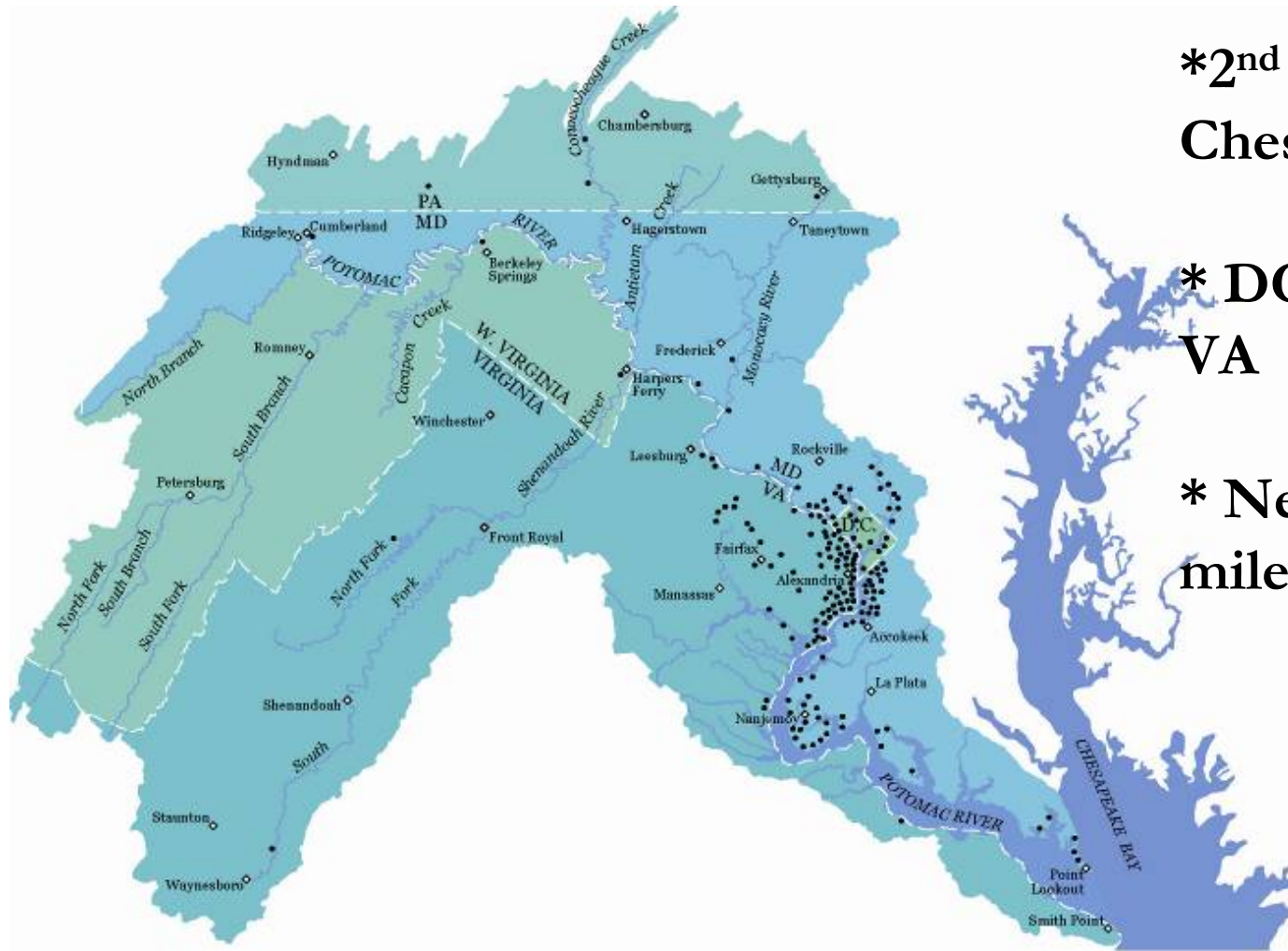
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# Trash Issue Leads to Environmental Stewardship



# Potomac Watershed



**\*2<sup>nd</sup> Largest Trib to Chesapeake Bay**

**\* DC, MD, PA, WV, VA**

**\* Nearly 15,000 sq. miles**

**TRASH FREE BY 2013!**

# EXTRAORDINARY REGIONAL PARTNERSHIP

60+ Major Partners

350 + Community Organization

45 Educational Institutions

22 Federal, State and County agencies

40 Corporate sponsors & donors

**An Extraordinary Regional Partnership**

*The success of the Potomac River Watershed Cleanup owes to a magical mix of a few people, with a sense of responsibility and persistence, and generous powerful currents of caring that lead to change. Today, like the Potomac flowing toward the Chesapeake Bay, this innovative, diverse, community-based partnership grows larger and stronger each step of the way.*



**2005 PRWC Sponsors**

**Bay**  
Alice Ferguson Foundation  
Koch Industries, Inc.  
National Park Service

**Rapids**  
Christopher Bay Trust

**Tributary**  
Somerset & Diamond, LLC

**Stream**  
D.C. United Major League Soccer Team  
EarthBike International  
Coca-Cola Corporation  
J.J. Beer, Inc.

**Creek**  
D.C. Urban National Newsweek  
Federal News Service  
Washington Mirror

**Roadtrip**  
American Plastics Council  
Shark & Associates Real Estate  
Eighty City Design  
Horse Organic Dairy  
MB-DC Sub Urban Association  
Waco, Inc.  
West Marine

**Additional**  
Capital Adventure  
Ecoquest  
Project Design Group

**2005 Major Partners**

**Federal**  
National Park Service-National Capital Region  
U.S. Air Force  
Boeing Air Force Base  
Johns Air Force Base  
U.S. Department of Army  
Fort Belvoir  
U.S. Department of Navy  
Naval Air Station, Warrenton Center  
U.S. Environmental Protection Agency  
U.S. Bureau of Land Management  
U.S. National Park and Wildlife Service

**Regional**  
Bay State of America  
Friends of the Potomac  
Get Society of the United States  
W. Klenka  
International Commission on the Potomac River Basin  
Palmetto Conservancy

**Washington, D.C.**  
Anacostia Watershed Society  
Capital River Relief  
DC Department of Public Works  
DC Parks and Recreation  
Washington Parks & People

**Maryland**  
Annapolis Foundation

Chesapeake Bay Department of Public Facilities  
City of Forest Heights  
City of Greenbelt  
Maryland Department of Natural Resources  
Maryland National Capital Parks and Planning Commission  
Montgomery County Parks  
Maryland State Parks  
Napleses Conservancy  
Prince George's County Department for a Cleaner County  
Prince George's County Department of Environmental Resources  
Prince George's Livable Communities Initiative Task Force  
St. Mary's Department of Parks & Recreation  
Washington Federal - Big Spring  
Waste Management of Southern Maryland

**Pennsylvania**  
Pennsylvania Department of Environmental Protection  
Mears, Bedford, Franklin, and Fulton County Conservation Districts

**Virginia**  
Alice Powers for a Clean Environment (APCE)  
Assassinate Parks Department  
Fairfax County Park Authority  
Halifax County Department of Public Works and Environmental Services  
Fairfax Referred Network  
Friends of the Occoquin  
Mount Vernon  
Northern Virginia Regional Park Authority  
Riviera Association  
Virginia Department of Environmental Quality  
Virginia State Parks

**West Virginia**  
Jefferson County Watersheds Coalition  
Shenandoah National Association  
West Virginia Department of Natural Resources

*... and hundreds of local non-profits and civic organizations.*

**Thank You 2004 Volunteers!**

**Clubs/Civic and Neighborhood Associations**  
Advisory Neighborhood Commission (ANC)  
Bellevue Homeowners Association  
Berwyn Heights Neighbors  
Broad Creek Youth & Recreation Club  
BT Social Club  
Caldwell Major Civic Association  
Clayton to Casselman and Berwyn Indian Creek  
Clare Hill Civic Association  
City Council of Greenbelt  
Central Conservancy Association  
S & O Canal Association  
Cock Island Citizens Association

Gold Island Yacht Club  
Fort Washington Foot and Beach Club  
Friends of Crab Farm  
Friends of Dyeo Marsh  
Friends of Great Falls Green  
Friends of Lenoirville State Park  
Friends of Little Hunting Creek  
Friends of Mass Neck State Park  
Friends of Monocacy Suburban  
Friends of Single Creek  
Friends of Squiggle Run  
Jefferson County Watershed Coalition  
K & R Fairwinds  
Marine Civil Association  
Lanham's Conservancy  
Mason Neck Citizens Association  
Necessary Community Association  
Tide Runners Men's Club  
Neighbors of the Bottom Beach  
Friends of North Elementary School  
Proclamation Hills Civic Association  
Potomac Association Trust Club  
Potomac Trailblazers Club  
Riviera Towers Retiree and Environment Club  
Riverfront Community Association  
Serra Club  
Serra Club of Washington  
Shenandoah Watershed Association  
Sleepy Creek Club  
Stony Point Yacht Club  
Stonewall Island Center Club  
Washington Area Synchrotron Club  
Washington Center Club  
Winners Club

**Businesses**  
Annapolis Hotels  
Carnegie Steel Corporation Employees County First Bank  
Carl Shapiro Books  
CVP Dishes  
EastAfrica International  
Eighty Day Design  
James Millie  
Parks, Inc.  
Redhawk Construction  
RMSA Corporation  
Mount Aerie  
MTRE Corporation  
Necessary Press  
Photography of Georgetown  
Peters & Potts Builders  
Sudhakar Industries

**Community Organizations**  
American League of Conservation  
Annapolis National Society  
Wingate County PSOR  
Annapolites for a Clean Environment  
C&O Canal RFP Volunteer Bike Patrol  
Capital River Relief  
Chesapeake Forest Foundation  
Chesapeake State Park Volunteers  
Civil War Preservation Trust  
Clinton United Methodist Church  
Cock Island Volunteer Fire Dept. & EMS  
Crown National Community Service  
D.C. United Major League Soccer Team

**Earth Conservation Corps**  
FAER  
Friends of the Potomac  
GACA  
Inshore Row Apartments  
Historic St. Mary's City  
Lions Clubs of Greater County  
Lower Potomac Field Station  
MACAIB  
Manassas Ford Museum  
Mason Neck Lanes Club  
Moss Gardens  
Mount Vernon Methodist Church  
Mount Vernon Station  
Mount Vernon Staff & Residents  
National Capital Area Foundation  
National Leader  
Northern Virginia Conservation Trust  
OAR  
Pennsylvania Department of Environmental Protection  
People Serving People  
Potomac Conservancy  
Riviera Riders  
Recycled and Reusing & Fixing Foundation  
Riviera Watershed Action Group  
Riviera and Senior Volunteer Program  
Rising Leaders  
Single Volunteers of DC  
Single Volunteers of Maryland  
Southern Maryland Amateur Society  
St. Stephen's Church  
Sylvester Foundation, Special Chapter  
Under the Sea  
United Army of Chesapeake County  
Urban League  
Virginia Parks  
Virginia VTA  
Washington Parks & People  
Wild Bird Center of Washington

**Schools/Universities**  
Arlington University  
AJ Alpha Phi Omega Society  
Army Management Staff College  
Bowie High School  
Encanto High School Environmental Science Club  
Ergonomics Farm County Day School  
Catholic University  
George Washington University  
Georgetown University  
Georgetown University  
H.D. Woodson Senior High School  
Harrisburg Area Community College  
Howard University

**Ladies High School - Bay Club**  
Langston High School - Ecology Club  
McClellanburg High School  
Palmetto Elementary  
Reisterstown High School  
St. Mary's City  
St. Mary's College of Maryland  
Student Environmental Action Coalition - Fox Gardens State - In-Data Student Activities  
TC Williams High School  
University of Maryland

**Youth Organizations**  
A-R Park Organizes  
Bay Scouts of America  
City Near Washington DC  
Curt O'Leary Soccer  
Fort Washington Soccer Team  
Get Society of the United States of America  
LeadAmerica  
Ladies Health Centers & CE Center  
MLAHS Little League  
MLAHS Youth Soccer  
Student Conservation Association

**Agencies**  
City of Fairfax  
Fairfax County Probation Department  
Greenbelt Recycling & Environment Authority  
Indian Head PD/CE Employees  
National Federation of Service Members - Committee on the Potomac River Basin  
NPS/DC  
Northern Environmental Trust  
National Park Service  
Naval Washington District  
PG County Geotechnical Facilities  
U.S. Air Force - 80th SFS, Andrews AFB  
U.S. Army  
U.S. Environmental Protection Agency  
U.S. Marine Corps  
U.S. Navy - Commandant Guard  
U.S. Department of Natural Resources  
U.S. Department of the Interior - Bureau of Land Management  
U.S. Department of Housing & Urban Development - BEAC  
Wetland Pennsylvania Conservancy District

**Cleaning Champions**  
Beyond Borders - Robert L. Clark  
U.S. Department of State - Steve Hoon (D-Maryland, District 1)  
U.S. Representative for Chesapeake - Vito Marcilio (D-Maryland, District 6)  
U.S. Representative for Maryland - Robert E. Latta (D-Virginia, District 5)

**Special D.C. United and D.C. Diver T-shirt Bonus to All Volunteers!**  
Major League Soccer joins D.C. United and National Women's Football team D.C. Kickers in partnering with the Alice Ferguson Foundation to provide "Tee-see, you see free" D.C. United Kickers t-shirts and FREE D.C. Diver t-shirts.

Printed with vegetable based ink on paper with 30% post-consumer fiber

TRASH FREE BY 2013!

# Results of 19th Potomac Watershed Cleanup

March 31 to April 22 2007



Congressman Steny Hoyer pitches in at the 18<sup>th</sup> Potomac Watershed Cleanup, April 8, 2006!

- 400+ Cleanup Sites
- 8,140 Volunteers
- 291 Tons
- 124,000 + Recyclable Beverage Containers
- 10,600 Plastic Bags
- Top Brands:
  - 7-11
  - Budweiser
  - Coca-Cola/ Pepsi
  - McDonalds

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# Annual Cleanups – 19-Year Grand Total



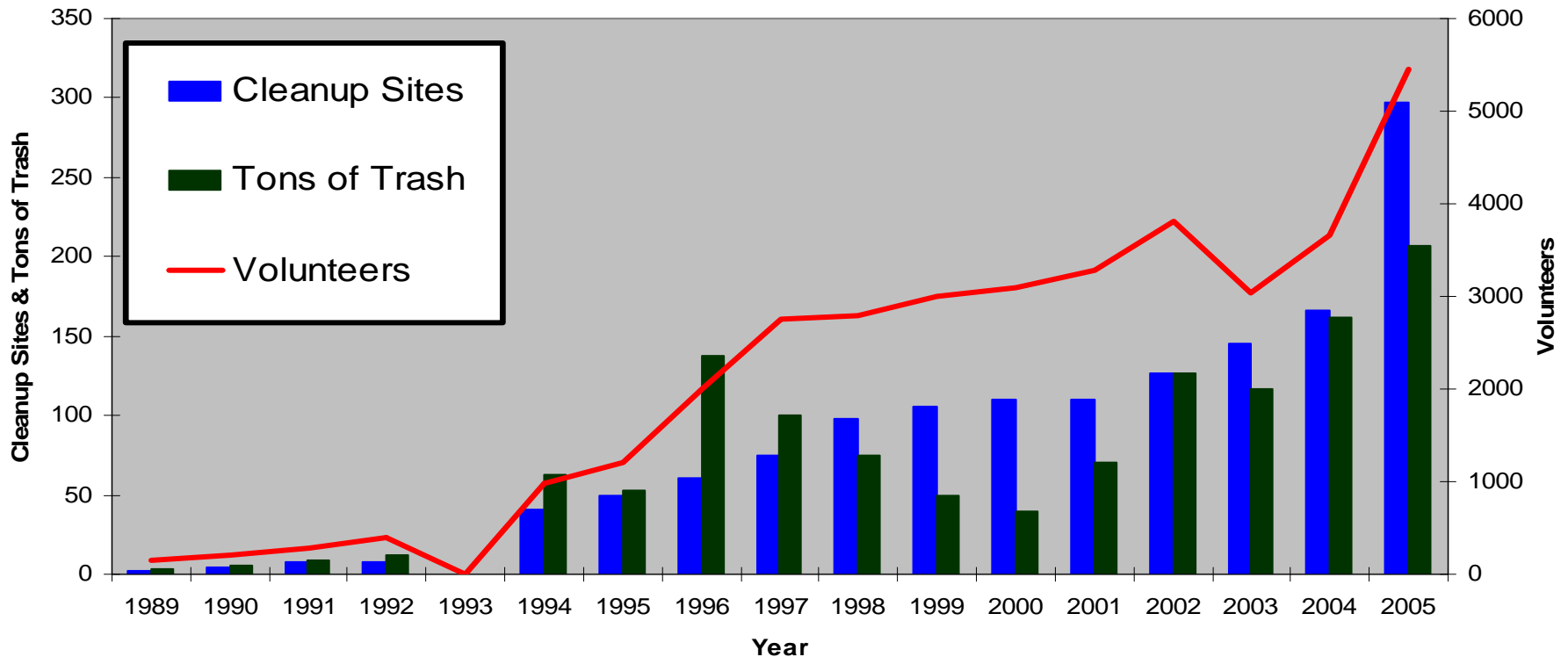
*1989 to 2007*

- 1,738 Tons (3,476,000 lbs.) of trash
- 50,683 Volunteers
- Hundreds of Partners - Maryland, Virginia, Pennsylvania, West Virginia and DC

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# Cleanup Grows & Expands Each Year

## Potomac Watershed Cleanup History



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# After 19 Years of Cleanups...

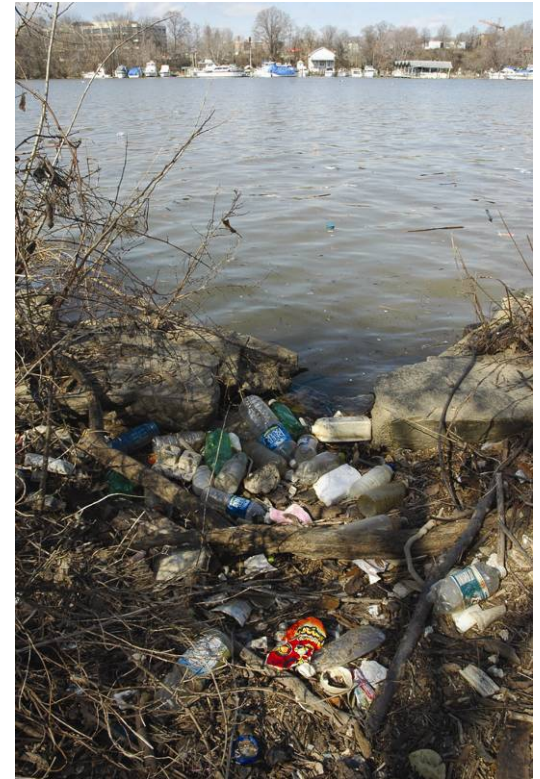


- We want out of the Trash Business!
- Let's get to the source!

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# Trash Free Potomac Watershed Initiative

How Do We Get to a  
Trash Free Potomac  
by 2013?



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# Getting to Trash Free -- a Holistic Approach

- **Public Education & Awareness**
- **Research**
- **Legislation & Enforcement**
- **Economic Incentives & Disincentives**



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# Framework for Trash Free Initiative



TRASH FREE BY 2013!

# Elected Officials Sign Trash Treaty



## Potomac River Watershed Trash Treaty

As elected officials in the Washington Metropolitan Area and as residents of the Potomac River Watershed, we recognize the importance of the Potomac River and its tributaries to the region's quality of life. These waters provide vital environmental, economic, and social benefits to the citizens within our jurisdictions. These benefits, however, are severely impaired by the heavy loads of trash carried by the Potomac and its tributaries, such as the Annapostol River.

We agree that trash:

- Seriously degrades the visual landscape;
- Is a significant source of pollution;
- Severely degrades the quality of life for our citizens and visitors;
- Is a major expense for our communities and businesses; and
- Is largely preventable through greater individual stewardship.

We extend our gratitude to the many thousands of citizen volunteers, communities, businesses, agencies and nonprofit organizations who participate each spring in the Potomac River Watershed Cleanup. This effort and the many others that occur at other times of the year in this region have a major positive effect. They do not, however, address the trash problem at the source:

To dramatically improve the enjoyment of the rivers and streams of the Potomac watershed, we are committed to a **Trash Free Potomac by 2013**. We pledge to work with regional leaders, businesses, government agencies, nonprofits and communities to focus efforts on:

- Supporting and implementing regional strategies aimed at reducing trash and increasing recycling;
- Increasing education and awareness of the trash issue throughout the Potomac Watershed;
- Reexamining annually to discuss and evaluate measures and actions addressing trash reduction.

It is with pride that we, the elected officials of the Potomac River Watershed, sign this agreement on this the Twenty-eighth Day of March, in the year Two Thousand and Five.

SIGNED:

*Anthony G. Williams*

ANTHONY WILLIAMS  
Mayor  
District of Columbia

*Dore Duncanson*

DORE DUNCAN  
County Executive  
Montgomery County

*Wayne Crippier*

WAYNE CRIPPIER  
President, Board of County Commissioners  
Charles County Commissioners

*Jon Jerinson*

JON JERINSON  
County Executive  
Prince George's County

*Gerald E. Connolly*

GERALD E. CONNOLLY  
Chairman  
Fairfax County Board of Supervisors

*Thomas F. McKay*

THOMAS F. MCKAY  
President, Board of County Commissioners  
St. Mary's County

## Committed to a Trash Free Potomac by 2013



FREE BY 2013!

# Potomac Watershed Trash Treaty

- 71 elected officials have currently signed (Federal, State and Local)
- Representing 20 major jurisdictions in the Potomac Watershed



Congressman Chris Van Hollen  
signing Trash Treaty – February 2006

# 2nd Annual Trash Summit

Hosted by The World Bank

June 14, 2007



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# 2nd Annual Trash Summit

## 300+ participants

- Federal, state & local leaders
- Business leaders
- Non-profit leaders
- Media
- Concerned citizens
- Students
- Baltimore Partners



TRASH FREE BY 2013!

# Bringing Attention to Trash!

TRASH FREE BY 2013!

# Bringing Attention to Trash!

TRASH FREE BY 2013!



# The SUNDAY Times

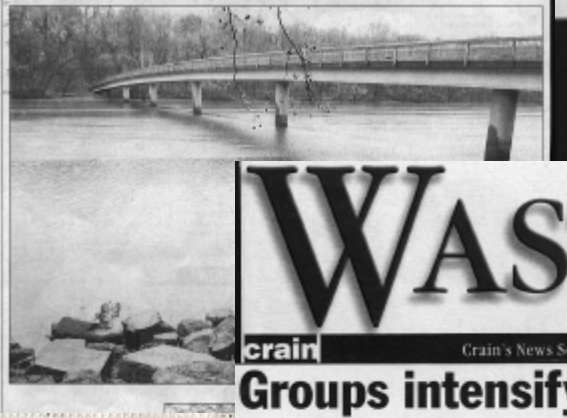
The Washington Times

4/9/06

The Washington Times

## Metropolitan Prince George's

SPRING CLEANING



# WASTE NEWS

Crain's News Source for Businesses that Generate and Manage Waste

## Groups intensify effort to clean up D.C. river

By Elizabeth McGovern

Washington — Two dozen organizations cleaning the nation's capital are looking 3,000 miles west for a possible solution to a festering trash fiasco.

Advocates for the Anacostia River, a tributary of the more famous Potomac, are urging Maryland to retool the lesser-known river to the top of its cleanup roster by declaring it trash-impaired. Such action would mimic an effort in Southern California, where the beleaguered Los Angeles River was the first and only — thus far — to achieve that dubious status. Yes, that's the same trickle of water Hollywood emblazoned into moviegoers' minds with the image of a certain actor-then-governor barreling along its paved channel as a motorcycle-mounted, homicidal robot.

Environmental group Heal the Bay was instrumental in prodding California to draw up what is known as a trash Total Maximum Daily Load (TMDL) for the Los Angeles River Watershed. TMDLs are covered under the Clean Water Act. This one spells out a 10-year plan to progressively reduce trash discharged to the river by 10 percent annually.

Leaders from the 24 groups signed a March 1 letter asking the Maryland departments of the Environment and Natural Resources to design a trash TMDL for the Anacostia. Every year at least 20,000 tons of trash ends up in the Anacostia's waterways, according to statistics from the National Oceanographic and Atmospheric Administration. Some years, its streams overflow more than one piece of debris per foot.

More than 80 percent of the Anacostia's 178-square-mile watershed is in two Maryland counties. The remainder is in the District of Columbia.

"Becky may be in the eye of the beholder," the signers wrote in their 24-page document complete with photographs, "but those photos make clear that — in Maryland — the Anacostia watershed is often anything but beautiful to behold."

The U.S. Army Corps of Engineers, the D.C. Water and Sewer Authority, the Earth Conservation Group and numerous nonprofit groups regularly fish tons of rubbish and thousands of hypodermic needles, tires and car parts from the waterways. As is the case in Los Angeles, trash piles in from multiple sources, including combined sewer overflows, stormwater outfalls and direct dumping.

Most of the 19,000 Environmental Protection Agency-approved TMDLs are directed at reducing bacteria, nutrients, sediments and toxic pollutants in a watershed, said John Capossela, director of the water protection division in the EPA's Philadelphia office. Capossela led a TMDL discussion at the Potomac Watershed Trash Summit March 16 in Washington.

"A TMDL is a tool, not a panacea," Cap-

possela said, adding that the Anacostia might be just as well-served if advocates build off the momentum of the trash summit to create cleanup mechanisms.

Jim Connolly, executive director of the Anacostia Watershed Society, said the coalition is pursuing a trash TMDL because it's enforceable and requires accountability and measurable results. Maryland is now creating a bacteria TMDL for the Anacostia.

"Voluntary efforts aren't enough," Connolly said. "Yes, first you need to get psychological buy-in from political officials and the public. Then we get down to the tough part of making it happen. How else are you going to make all of those promises and good feelings that everybody signed on to happen?"

District authorities are also seeking trash-impaired status for their section of the Anacostia from the EPA. Two TMDLs, one for bacteria and the other for sediment, are already in place. Mayor Anthony Williams has made river cleanup a priority partly because the city is planning commercial and residential development near its banks. A centerpiece will be a Major League Baseball stadium for the Washington Nationals.

Connolly said he didn't know where the capital region would find a cleanup plan. Los Angeles city voters approved Proposition 0, a \$600 million general bond measure in November 2004.

What has amounted to a decade of legal wrangling on the state and federal levels

continued even after EPA officials approved the Los Angeles River TMDL in 2003. That river flows 52 miles from the western end of the San Fernando Valley to the Pacific Ocean at Long Beach. The watershed is 871 square miles.

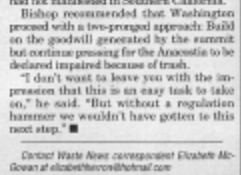
"At first we thought TMDL stood for The Many Dollars Laweyer," joked Leslie Mintz, legislative director for Heal the Bay, about the contentiousness. "It took studies, polls, time, lawsuits and advocacy to let the political will evolve."

John Bishop, executive officer of the Los Angeles Regional Water Quality Control Board, said the project cost could drop significantly because trash-removal technology advances so rapidly.

The trash summit, Mintz and Bishop agreed, is uncovering evidence of a grassroots of support for river cleanup that had not manifested in Southern California.

Bishop recommended that Washington proceed with a two-pronged approach: Build on the goodwill generated by the summit but continue pressing for the Anacostia to be declared impaired because of trash.

"I don't want to leave you with the impression that this is an easy task to take on," he said. "But without a regulation barrier we wouldn't have gotten to this next step."



Central Waste Area conservation specialist Elizabeth McGovern at a cleanup site on the Potomac River.

Three county fir County

Th

Thursday March 23, 2006

Thursday, March 23, 2006 at

Foundation calls

Summit held at World Bank Headquarters to bring awareness to campaign.

By Erik Hinsk Staff Writer

The Tracy Brown and everyone else at the Alice Ferguson Foundation in Anacostia, 25 miles of picking up millions of pounds of trash along the shores of the Potomac River watershed is going to be enough.

For the past 17 years the nonprofit has conducted annual cleanups where volunteers gather up tires, old refrigerators and even abandoned storage cans with the hope of eliminating the excess trash they say is smothering the Potomac Watershed.

Year after year, however, the trash problem has remained, and

public complacency it seemed to grow, said the executive director of the Alice Ferguson Foundation. In an effort about change through Free Potomac Initiative (FPI) last year, the foundation held their first Potomac Watershed Trash Summit on March 16 at the World Bank Headquarters in the District.

"This cleanup is enabling the community to accept the problem and start change it," Brown said. "We needed someone to step up to the plate and no one did so we needed it."

The foundation first drafted a Potomac River Watershed Trash

summit in the DC area. Initially signed the treaty. Twenty-two government leaders have now signed on.

Michael Herrick, chief of staff for the county executive, who came on behalf of County Executive Jack Johnson said that Johnson is "absolutely committed to this mission" and noted that Johnson's office has been partnered with the Alice Ferguson Foundation as part of Johnson's livable communities initiative.

Congressman Chris Van Hollen

can only do this by working together to acquire permits."

Van Hollen was also one of the many who noted that the conference was not just a one-day blip, but a call to create concrete action plans to bring about results.

In addition to public awareness campaigns, Brown said "Herrick's program manager for the initiative, said that laws and economic incentives are going to have to play a part in trash reduction. They said similar things

other things.

Many said they were optimistic that the summit would bring attention to the issue and foster new partnerships.

"There hasn't been a concerted effort to get people involved and notified them of their environmental responsibility," said Cynthia Cox of the National Park Service. "So we're hoping this will make a difference."

E-mail Erik Hinsk at [ehinsk@post.com](mailto:ehinsk@post.com).

## Treaty could end cleanups

Trash-free watershed, end of MFL foundation (The Washington Post)



The Washington Post

THE ENVIRONMENT

## Cleanup to Take Analytical Turn

Volunteers to Collect Data on Trash

By Michael Treisman Washington Post Staff Writer The 18 years, the Potomac River



Volunteers remove debris from the water at one of the Potomac River cleanup sites last year.

## ing Into Action for a Cleaner Potomac

Last year, 5,675 volunteers showed up at 16 cleanup sites across the area. What they found each surprise you. "We came up with enough stuff to build and furnish an entire house," Brown says. Debris included 849 tires, 10 refrigerators, 4 washing machines, 2 microwaves, 14 chairs, two golf carts, 2 sofas, 2 tables, 2 bed frames, 3 couches, 11 shopping carts, 23 aerosol cans, 3 fire extinguishers, a Proton tank and a hot water heater.

Volunteers also retrieved 20,000 plastic beverage containers and 1.3 tons of recyclable trash. At the end of the day, 227.6 tons of trash were removed.

Through education and volunteer experiences such as the Watershed Cleanup, the hope is to build a direct and personal responsibility toward the environment.

"We'd like to get out of the garbage business," Brown says, adding that the plan is to make the Potomac Watershed trash free by 2013. "That will be 25 years of booting debris up. By that time, we would like to have state awareness and to have solved the problem of trash in the watershed once and for all."



A volunteer uses an innovative method to remove trash from the river.

Volunteers include Scouts and schoolchildren, families, religious organizations and more. If you're not sure you're up to fishing, boating and being trout all morning, but you still want to help, let us know whether you're available. Check with the site coordinator for specific opportunities.

"The event is only three hours," Brown says.

Information on the region, for a list of cleanup sites in the District and around the region, visit [www.potomacwatershed.org](http://www.potomacwatershed.org).

Photographs taken during cleanup activities along the Potomac River in Washington, D.C. show the ability of cleanup participants to remove an annual regional effort.

# Together We Have Made Progress!

- 1) Acknowledgment that trash is an issue!
- 2) Created framework for multi-jurisdictional collaboration!
- 3) Garnered Political Will!
- 4) Developed process for accountability!
- 5) Engaged thousands in Citizen Action!
- 6) Creative Partnering and Leveraging of Resources!
- 7) Bringing Greater Attention!

# Next Step -- Regulating Trash!!!

- Anacostia River has been *“Listed as Impaired for Trash”* -- 2<sup>nd</sup> river in U.S. to have this designation by EPA
- Establishing a “Trash TMDL” - Total Maximum Daily Load
- Monitoring is necessary and key!

TRASH FREE BY 2013!



# What's Needed...

- **Identify and Track Trash Hot Spots**
- **Agree upon Regional Monitoring Instrument and Implement Volunteer and Jurisdictional Monitoring of Hot Spots**
- **Leverage and Apply Data to garner greater political and public will – Regional Public Education Campaign**



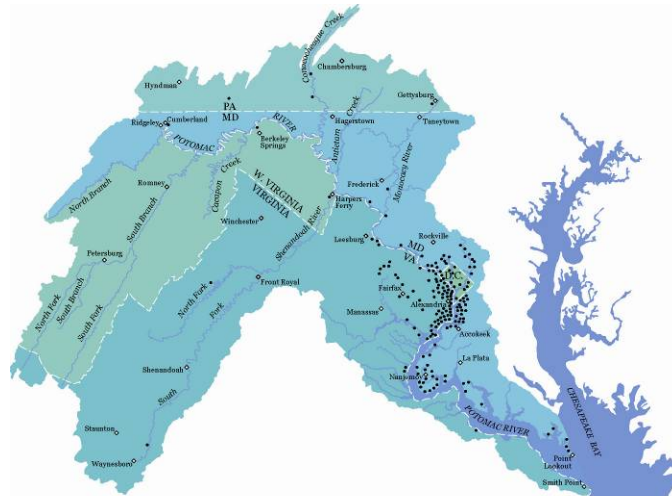
Judith Davis, Mayor of Greenbelt, MD signs the 2006 Action Agreement

# Thank You for Working Together



TRASH FREE BY 2013!

# ...it leads to many opportunities ahead



TRASH FREE BY 2013!

TRASH FREE BY 2013!

# Next Step – Enlist Citizens & Businesses

## Actions:

- **Development Framework to Engage and Network Citizen Leaders**
- **Engage Business Leaders in Visioning and Problem-Solving and Public Education**



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# Next Step – Regional Public Education

## **Actions:**

- **Regional Message with Materials that Subwatersheds Can Customize**
- **Incorporate Non-Traditional Methods to Reach Targeted Audiences**
- **Leverage Resources of Region for Support**

# Trash TMDL – Measuring the Load

- TMDL = Total Maximum Daily Load
- TMDL establishes the load reductions from point and nonpoint sources that **MUST** be made to allow water quality standards to be attained.
- Monitoring is required to determine the load.

# Regulating Trash --- TMDL

- TMDL = Total Maximum Daily Load
- TMDL establishes the load reductions from point and nonpoint sources that **MUST** be made to allow water quality standards to be attained.
- Monitoring is required to determine the load.

# Brand Names Most Often Found...

- 7-Eleven, Anheuser Bush, Budweiser, Burger King, Capri Sun, Clorox, Coca Cola, Dairy Queen, Dasani Water, Deer Park Water, Doritos, Dunkin Donuts, Gatorade, Giant, Heineken, Jolly Rancher, Lean Cuisine, McDonalds, Milwaukee's Best, Popeye's, Red Bull, Rite Aid, Safeway, Starbucks, Twix, Vaseline Lipbalm, and Wendy's

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# Case Study – Los Angeles

- **Improved Water Quality through Trash!**

**Consider what happened in Los Angeles:**

- Public overwhelmingly supported passage of Proposition O in Nov. 2004
- Resulted in issuance of \$500 million bond to fund removal of trash from storm water – *in addition to other water quality measures*

# Anacostia is a Model Subwatershed

## A Potomac Success Story!

- **Formalized Governance Process for Environmental Restoration**
- **Anacostia Trash Reduction Strategy**
- **Federal/State Agencies investing**
- **Local Jurisdictions and Active Citizen Groups Stepping up to the Plate**
- **Maryland and DC Listed Anacostia as Impaired for Trash!**

**TRASH FREE BY 2013!**

# Governments Taking Action

- **Montgomery County** – building improved internal collaboration amongst key departments to ensure implementation of 2006 Action Agreement
- **District of Columbia** – is listing the Anacostia River as “Impaired” for trash
- **State of Maryland** – considering listing the Potomac and Anacostia as “Impaired” for trash