

North Central Texas
Council of Governments



August 2022

Trash Free Waters: North Central Texas Newsletter

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NCTCOG is working to build a coalition of partners and organizations to work collaboratively together to build on the many North Central Texas and statewide

initiatives focused on the challenge of reducing trash in waterways, and litter in general.

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North Central Texas Spotlight

North Texas Community Cleanup Challenge Winner Announced!



The North Texas Community Cleanup Challenge (NTCCC) has just wrapped up! NCTCOG would like to congratulate the **City of Grand Prairie** for beating out the rest of the pack to secure the trophy this year! Grand Prairie residents certainly put in the work with over 1,000 volunteers showing up for 82 different events or cleanups happening around their city.

The 2022 Community Cleanup Challenge ran this spring from March 1, 2022, through May 31, 2022. Volunteers put in over 14,000 hours and cleaned up 270 different areas! To learn more about the NTCCC, please visit www.communitycleanupchallenge.com. Many thanks to the following communities who have joined our friendly regional Community Cleanup Challenge!

2022 NTCCC Participating Communities

Carrollton
Fort Worth
Grand Prairie
Irving
Little Elm
Mansfield

Mesquite
Plano
Rowlett
Shady Shores

Trash Free Waters Project Update

New Recreational Toolkit Added to Trash Free Texas Website



The new [Recreational Litter Cleanup Toolkit](#) has been added to the Trash Free Texas website! Recreational activities, such as plogging (picking up litter while jogging) or pladdling (picking up litter while paddling), are an easy way for people to be involved in community cleanup while they are already engaged in outdoor recreation. This toolkit includes templates for signage and brochures, among other things, to help include recreational groups, such as running and paddling clubs, in litter clean-up.

Additionally, NCTCOG and its Trash Free Texas project partners are looking for volunteers, such as local governments, recreational groups, or Keep Texas Beautiful affiliates, to pilot some or all of the resources in the toolkit and provide feedback through an online survey. The survey assesses how the resources helped encourage and implement recreational cleanup activities. The pilot trial runs through September. To participate, contact [Crysta Guzman](#).

KTB Conference Features Trash Free Texas Adopt-A-Spot Program



**Keep Texas
Beautiful**

KEEP AMERICA BEAUTIFUL AFFILIATE

The 55th Annual Keep Texas Beautiful Conference was held in Austin on June 27-29. NCTCOG and the Houston-Galveston Area Council joined forces to participate in the "Tackling Litter in Texas" session. During this time, partners shared about Trash Free Texas goals, which highlighted the Adopt-A-Spot program, toolkits on the website, and other resources. The conference is held every year and exists to give participants an opportunity to connect, network, and come away with valuable education and resources.

Restaurant Single- Use Reduction Toolkit Available This Fall

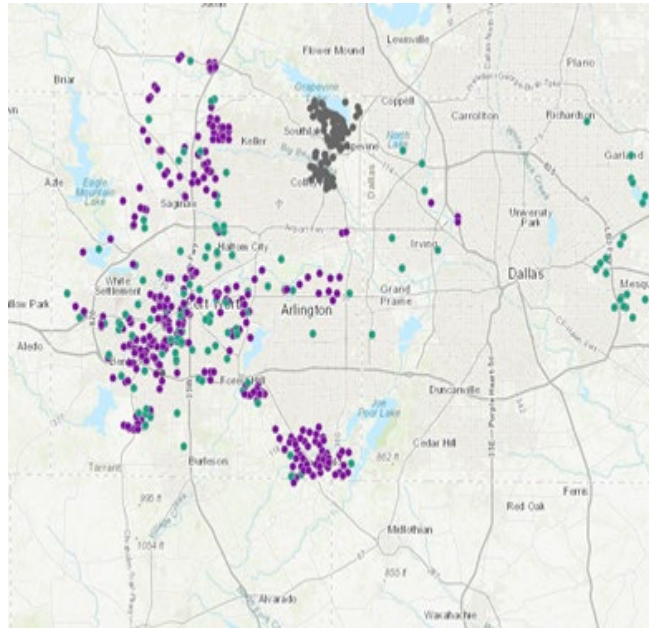
The Trash Free Texas team is currently working on a toolkit to help restaurateurs and local governments fight single-use plastic waste and litter. This toolkit will help communities create their own single-use reduction plan that can be incorporated into their Green Business programs or used as a stand-alone program for local restaurants. In the toolkit, there will be certification forms, ideas to advertise the program to restaurants, materials for businesses to display, and tons more. This toolkit will be ready to present in the fall.

Trash Free Texas Welcomes New Partners Who Added Litter Cleanup Sites to the Trash Free Texas Adopt-A-Spot Map

**TRASH
FREE
TEXAS**

Welcome to the newest organizations that have partnered up with the Trash Free Texas website by adding their litter cleanup sites to the Trash Free Waters Adopt-A-Spot map since the last newsletter! There are now 28 partners who have added their litter cleanup sites to the map since the project kick-off! The newest partner organizations are:

- City of Allen
- Keep Flower Mound Beautiful
- Clear Texas Lakes
- City of Bay City
- Friends of the White Rock Creek Trail
- Johns Manville



[The Trash Free Texas Adopt-A-Spot Map](#) is a great tool you can use to show volunteers where cleanup is needed. If you would like to add your organization's sites, simply fill out the [Adopt-A-Spot Data Submittal Form](#) in the middle of the webpage. There is also a brief ["How-To" video](#) that takes you through the process step-by-step. Or feel free to contact the Trash Free Texas team at contact@trashfreetexas.org or Elena Berg at eberg@nctcog.org. We would love to see you on our website! If you have not had the opportunity to add your logo to our website, "partner up" by clicking [here!](#)

We've Gone Social! Connect With Us On Social Media



The Trash Free Waters team is now posting regularly on social media. Be sure to follow us on [Facebook](#), [Instagram](#), and [Twitter](#)! All partners are invited to like, comment on, and share our posts. This helps get the word out about all of our efforts to decrease litter. Use the hashtag **#TrashFreeTexas** so everyone can see the ways you are keeping Texas trash free!

Join the Movement to Keep Texas Trash Free! Partner Up Today!



Not a Trash Free Texas Partner? No problem! Becoming a Trash Free Texas Partner is easy and costs you nothing. Click on the "Partner Up" button below to fill out the Partner Form. You are encouraged to upload your organization's logo to the form so we can showcase your organization on the Partner Page. You also automatically become a Trash Free Texas Partner when you submit your litter cleanup sites to the [Trash Free Texas Adopt-A-Spot Map](#).

Partner Up

Trash Free Texas Partner Updates

EPA's Trash Free Waters Program Produces New Deliverables

Our Services

As a voluntary partnership program, the Trash Free Waters Program collaborates with communities, academia, state and local governments, tribes, federal agencies, NGOs, trade associations, and businesses to implement projects at the municipal, state, and regional levels.

- Facilitate coordination across relevant EPA offices and the U.S. Government Agencies on trash issues.
- Leverage, strengthen, and build partnerships between government, NGO, and private sector entities.
- Provide funding and technical assistance to partners to support trash reduction, cleanup, and research.
- Assist with research to better understand aquatic trash sources, causes, impacts, and solutions.
- Develop and share educational and technical tools and resources to aid in aquatic trash prevention and mitigation.

Our Achievements

Since 2013, TFW has provided technical and financial support to over 80 place-based projects designed to prevent trash from entering waterways. Most TFW projects fall under the below categories:

- Source reduction**
- Trash capture**
- Research**
- Community engagement**

Connect with us!

epa.gov/trash-free-waters

epa.gov/trash-free-waters/contact

US Environmental Protection Agency
Office of Water (4100T)
1200 Pennsylvania Avenue, N.W.
Washington, D.C. 20460

Subscribe to the Trash Free Waters email list

<https://p.constantcontactpages.com/su/8c8k4aB>

Aquatic Trash Prevention Information and Resources for Stormwater and Solid Waste Practitioners

In 2021, the EPA Trash Free Waters program, in collaboration with the National Municipal Stormwater Alliance (NMSA), KCI Technologies, and the American Chemistry Council (ACC), held three stakeholder dialogue sessions to identify major challenges that municipal stormwater and solid waste departments face when trying to address the issue of trash in waterways more effectively. These meetings served to bring together leading stormwater and solid waste professionals from cities and towns across the U.S. The four main challenges identified include:

- 1) Municipalities Lack Funds and/or Staff Capacity to Effectively Control Aquatic Trash;
- 2) Lack of Public Understanding of the Problem of Litter and Aquatic Trash and the True Cost of Waste Management;
- 3) Insufficient Information About Various Interventions that Municipalities Can Take to Reduce Aquatic Trash; and
- 4) Need for Enhanced Regional Cooperation Amongst Neighboring Jurisdictions and Inter-Agency Cooperation Across Government Offices in a Single Locale.

Following these meetings, the project partners compiled an [inventory](#) of existing resources and information that municipalities might find helpful.

Stay Involved This Fall!



National Cleanup Day will take place on September 17, 2022. All around the country, citizens will be picking up trash to help their environment and keep their community beautiful. This event is in conjunction with World Cleanup Day, Keep America Beautiful, and Earth Day Network. To start a clean-up event in your area, or add your existing cleanup to the map to find volunteers, visit <https://www.nationalcleanupday.org/>.

Keep Texas Beautiful will be hosting its season-long **Fall Sweep** clean up from September 11th to November 20th. Volunteer groups will receive free cleaning supplies upon registration. Registrants may choose any public area to clean up, such as parks, watersheds, roadways, etc. Registration and supply requests will be held from August 8- October 31. Register at <https://ktb.org/fall-sweep>.

North Texas Municipal Water District Releases New Webinar series

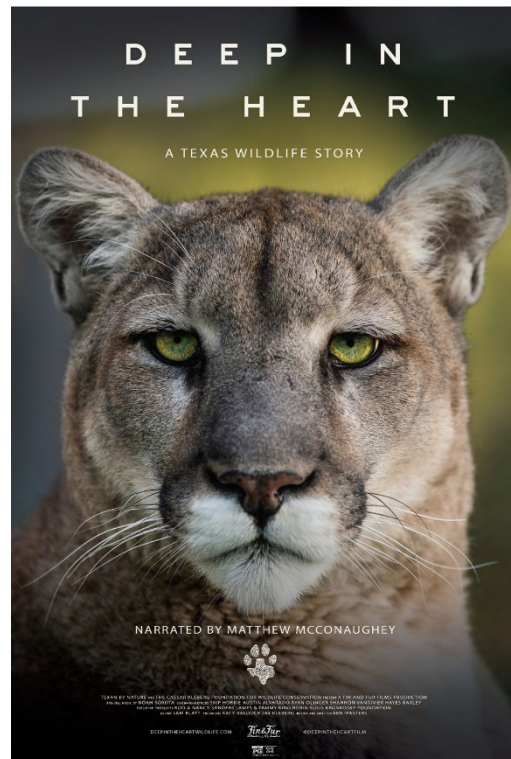


The North Texas Municipal Water District (NTMWD), in partnership with Texan by Nature, hosted a 4-part webinar series, "[Conservation-The Texas Way!](#)", which highlights best practices for resource conservation in the state. Each webinar presented data, ideas, and resources for both individuals and businesses to utilize. For videos on other topics, visit the [NTWMD YouTube Page](#).

"Deep in the Heart" Displays Unique Texan Ecosystems

Narrated by Texas native Matthew McConaughey, and primarily sponsored by [Texan by Nature](#), the new film "[Deep in the Heart](#)" showcases the rare ecosystems present in the Texas landscape. Told from the perspective of various wildlife species the film displays the unique relationship between man and nature. The video is available for streaming on Apple TV, Google Play, Prime Video, and VUDU.

Photo Credit: IMDB



"Trash Blows! Stow It!" Campaign Relaunches

The "[Trash Blows! Stow it!](#)" Campaign, a movement that encourages motorists to stow trash before it turns into roadside litter, has relaunched. This effort is due to a collaboration between the Mobile Bay National Estuary Program, the City of Mobile, Partners for Environmental Progress, Dog River Clearwater Revival and a few other local entities. Motorists can sign the "Trash Blows! Stow it" pledge, which includes

committing to throwing away trash before driving or keeping a trash receptacle inside their vehicle. The video "[Altering the Course: A Journey Towards Trash Free Waters Along the Alabama Coast](#)" showcases the history of the program's efforts to eliminate local litter.

Recent Legislation

California Passes Sweeping Plastic Ban Legislation

California Governor Gavin Newsom signed [SB-54](#) into law in July. This law requires that all material covered in the bill be recyclable in the state or eligible for composting. Producers would be responsible for ensuring that all plastic packaging obtains a 30% recycling rate by 2028, which then increases to 40% in 2030 and 65% in 2023. These materials can ultimately be recycled, reused privately, or composted. Industry sources will be required to pay a fee that will go to state and local governments to promote recycling related work. Plastic producers will be mandated to join a producer responsibility organization (PRO), which will provide state approved recycling plans.

Canada Bans Most Single Use Plastics

Canada has passed the [Single-use Plastics Prohibition Regulations: SOR/2022-138](#)

, a ban on most single-use plastics, including checkout bags, stir sticks, cutlery, ring carriers, and food service items made from hard to recycle plastics, according to a government press release. Straws are included in the ban, but will be available for medical or accessibility purposes. The ban takes effect in December 2022, with the sale of these items being prohibited in December of the following year. In 2025, Canada plans to bar the exportation of these plastic items.

What's Caught Our Eye

- [PET Thermoform Recycling Pilot Launches in El Paso](#) – Texan by Nature
- [Saving a Texan Bayou, '16 Bottles' at a Time](#) – The New York Times

- [Americans Frustrated That Plastic Waste Ends Up In Oceans, Survey Finds](#) – Forbes
- Free Course: [Marine Litter and Plastic Pollution Legal Framework](#) – United Nations
- [World Water Week 2022 Goes Hybrid](#) – World Water Week
- [Perpetual is Bringing Reusable Foodware Systems to City Scale](#) – Perpetual
- [Curbside Disposal Education Campaign Pilot](#) – EPA Trash Free Waters

Past editions of the Trash Free Water: North Central Texas Newsletter can be found under the green newsletter bar here:
www.NCTCOG.org/TrashFreeWaters

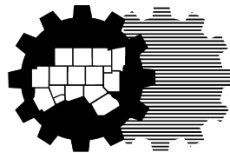
For questions or additional information on any of these items, please contact:

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