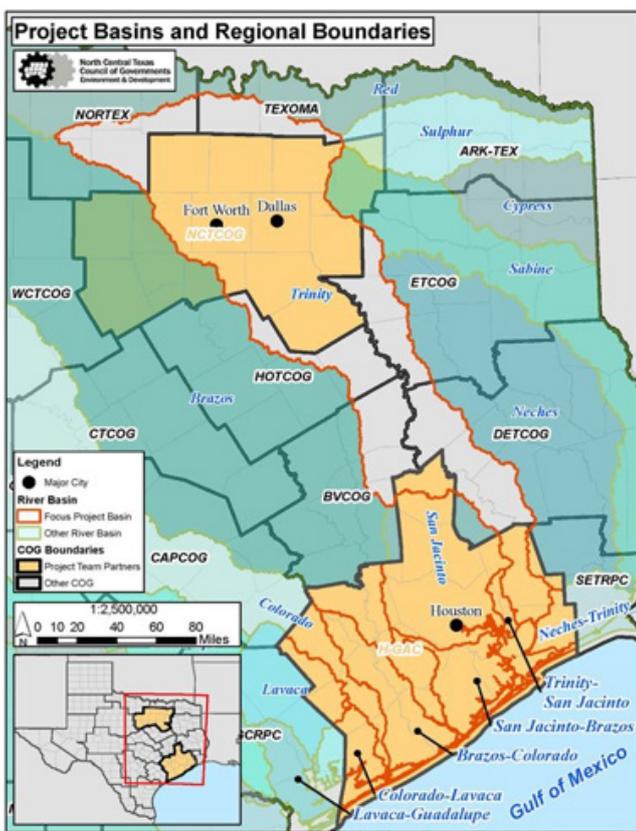


In Texas, over **435 million pieces of visible litter** accumulate on roadways each year. Litter is in our communities, on the sides of our roads, in our rivers, and along our beaches. Litter control efforts cost the American taxpayers over \$11 billion each year. And approximately 80% of the trash in our waterways originates from land-based sources, such as roadways.

The **Trash Free Waters- Litter Prevention Project** seeks to change that.



ABOUT THE PROJECT

The North Central Texas Council of Governments, Houston-Galveston Area Council, and The Meadows Center for Water and the Environment have partnered to establish a unified, coordinated approach to litter abatement and community engagement in the six river basins in the Dallas-Fort Worth and Houston-Galveston regions.

The Dallas-Fort Worth and Houston-Galveston areas represent well-over 50% of the state's total population and are connected through these basins and ultimately impact Galveston Bay and adjacent areas in the Gulf of Mexico. Trash removal from these watersheds requires an ongoing, significant effort that comes with great expense to local governments and many non-profit partners.

Through this three-year effort, the project seeks to:

1. Increase Adopt-A-Spot locations and promote a statewide Trash Collection Database.
2. Support regional clean-up events through partnerships with local governments, recreational clubs, and Keep Texas Beautiful affiliates.
3. Partner with Texas-based restaurants to reduce the use of single-use plastic.
4. Share project successes with other councils of government and replicate this work across the state.

More than 100 million pieces of plastic utensils and 500 million plastic straws are used and thrown away by consumers in the United States each day.

SOLVING THE PROBLEM TOGETHER

The **Trash Free Waters - Litter Prevention Project** team is working with Texas-based restaurants, third-party delivery services, and manufacturers to identify win-win strategies to reduce the use of single-use plastic, helping our partners **save money, reduce litter, and clean up our communities.**

Want to be a part of the solution? There are several ways to get involved.



JOIN THE PLASTIC REDUCTION WORK GROUP

The Plastic Reduction Work Group meets to discuss the challenges, opportunities, and resources available to restaurants, third-party delivery services, and manufacturers in reducing the frequency of single-use plastic use. E-mail ccampbell@nctcog.org to receive meeting notifications and updates.

EXPLORE THE RESTAURANT PLASTIC REDUCTION GUIDE

The Restaurant Plastic Reduction Guide is a free reference guide highlighting industry best practices and tips for reducing the frequency of single-use plastic use in restaurants. To request a copy upon its release, e-mail ccampbell@nctcog.org.

TAKE ACTION

Find ways to incorporate best practices for reducing single-use plastic use in your restaurant or business. You can also become an Adopt-A-Spot partner, coordinating cleanup events in your community. Learn more at www.TrashFreeTexas.org.

GET CERTIFIED

Restaurants implementing strategies to reduce the use of single-use plastic can become certified through the Plastic Reduction Restaurant Certification program. E-mail ccampbell@nctcog.org for more information.

This free program includes information on tracking cost savings, marketing materials, and other tips for successfully becoming a certified partner in the **Trash Free Waters - Litter Prevention Project.**

www.TrashFreeWaters.com

LEARN MORE

Learn more about the project by visiting www.nctcog.org/trashfreewaters and sign-up for our monthly newsletter. You can also e-mail ccampbell@nctcog.org to become a partner in the **Trash Free Waters - Litter Prevention Project.**