

# Trash Free Texas Webinar: Connecting Volunteers with Litter Cleanup Locations

North Central Texas Council of Governments

January 19, 2021



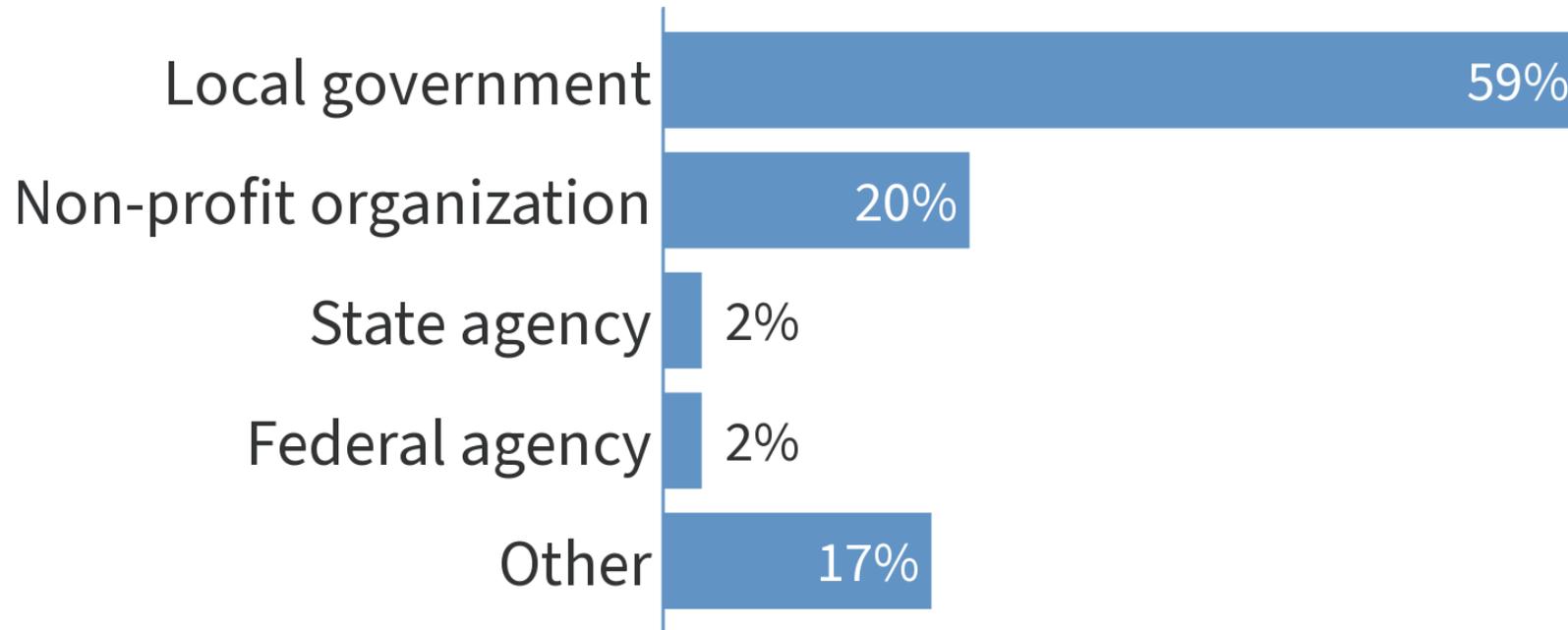
Elm Fork of the Trinity River near  
Fraser Dam Recreational Area.

*Photo Source: Teresa Patterson, Trinity Coalition*

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## What type of organization do you work for?



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## Why did you decide to attend this webinar today?

“For more information ”

“To learn more about the project ”

“Looking to tie our adopt a spot program to a larger program for more exposure and common language ”

“fledgling trash mitigation group Clear Fork Trinity River FTW ”

“Will help facilitate cleanups in my city and use data forms that are consistent for each cleanup ”

Next

Previous

“Want to learn more about locations of clean-ups in Texas and how to organize them ”

“I am working on the statewide litter database ”

Next

“To gain information and ideas that might be helpful our local government's Parks and Recreation Commission regarding cleanup.”

Full screen

“Submitting for similar trash-related RFPs ”

“to learn more about the project ”

Next

Previous

“Have worked on the Trash Free Texas project for at least 5-6 years.”

Full screen

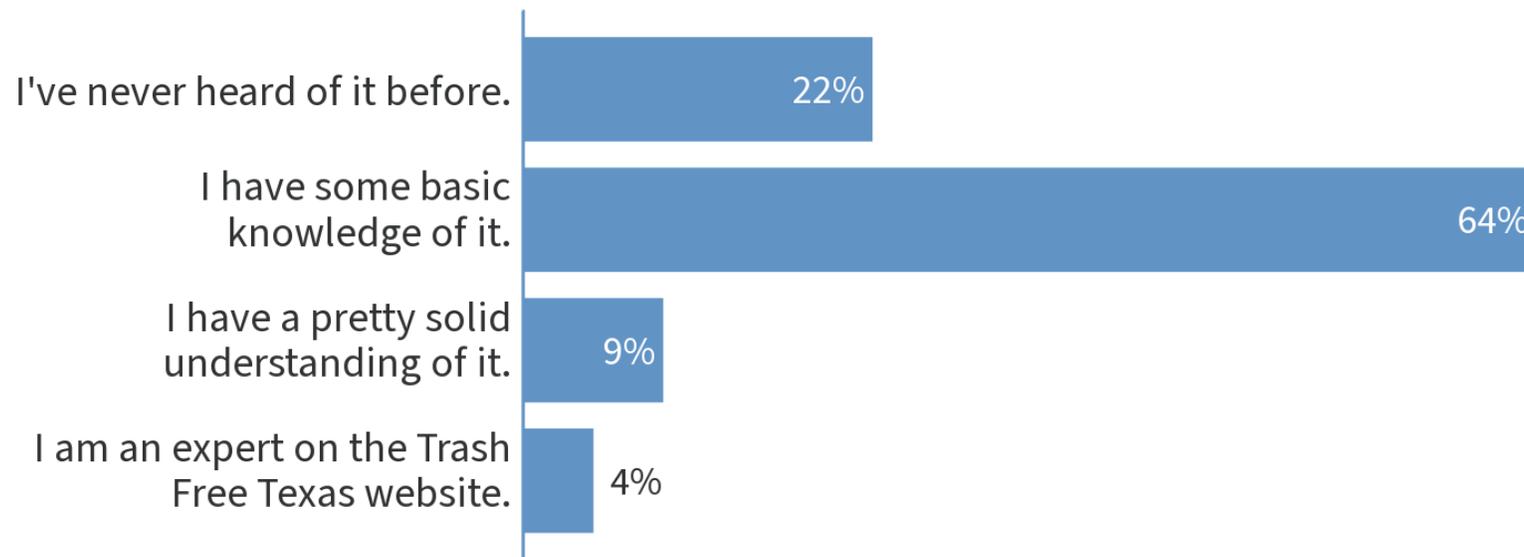
“Interested in the trash problem facing FW - especially in the Trinity river ”

“To explore new ideas and avenues to reaching volunteers and engaging them with trash clean-up events and prevention activities.”

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## What is your level of familiarity with the Trash Free Texas website?



# Webinar Agenda



## Fostering a Litter Free Environment in North Texas—

North Central Texas Council of Governments



## How To Utilize the Statewide Adopt-a-Spot Map

The Meadows Center for Water and the Environment



## Case Study: Trash Free Texas Website

City of Fort Worth

## RIVERS



Video Source:

<https://www.youtube.com/watch?v=cn9ykNyP6dE>

## STREAMS



## LAKES

**\$50 Million**  
Annually to  
Prevent, Educate,  
Abate, Enforce  
Litter and Illegal  
Dumping Efforts\*

## ROADWAYS



\*Source: Texans for Clean Water. Study of nine cities in Texas, representing 25% of the state's population, documented expenditures of more than \$50 million annually on prevention, education, abatement, and enforcement efforts to address litter and illegal dumping in their communities and waterways (Burns & McDonnell, 2017).

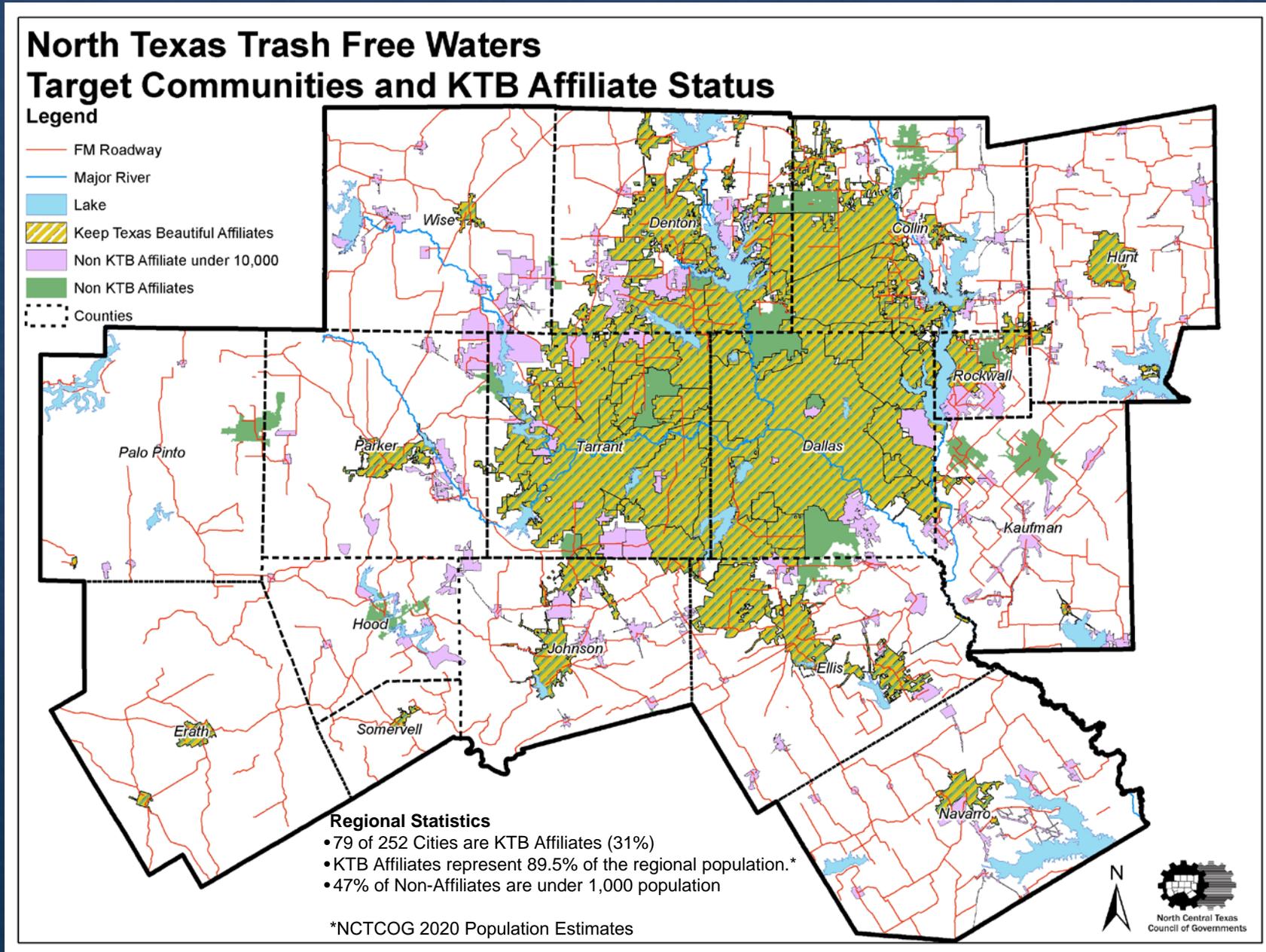


**Approximately 80 percent  
of the litter found in our  
waterways originates from  
land-based sources.**

**Source:** *The State of Marine Environment*. United Nations Joint Group of Experts on the Scientific Aspects of Marine Pollution (GESAMP),. 1991. Blackwell Scientific Publications, London.

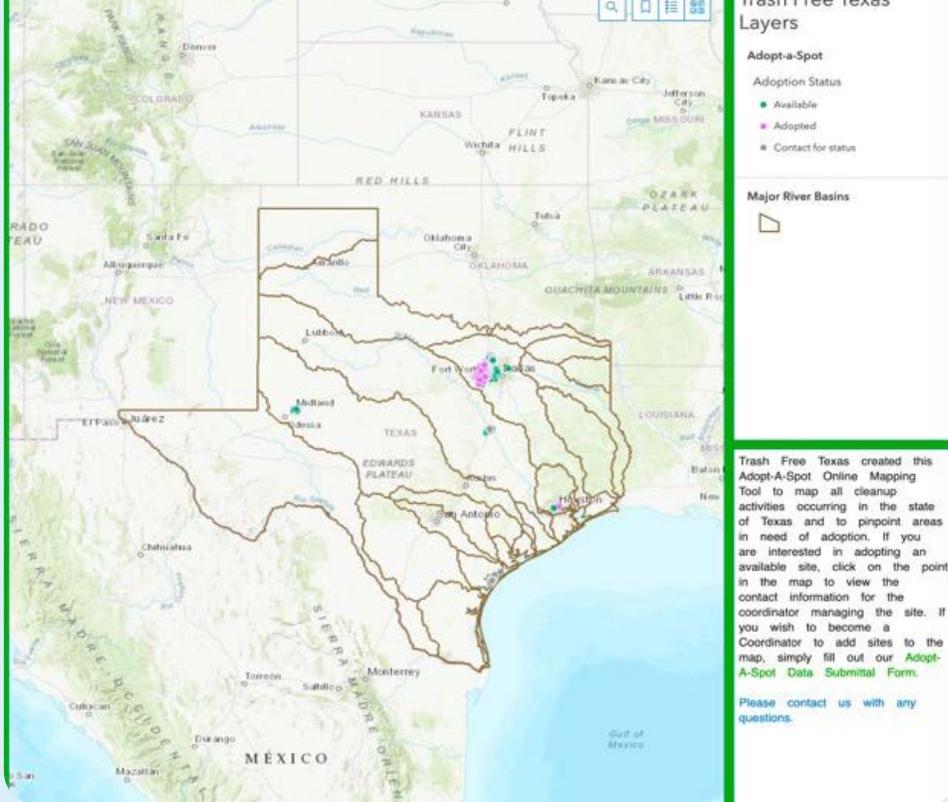
# Fostering a Litter Free Environment in North Texas

- Power in numbers – Use lessons learned from other regional efforts (Know What to Throw Campaign, Holiday Grease Roundup, etc.) in efficiency in amplification of messages
- Make it convenient and easy to find a location to clean up trash
- Difficult to manage what you cannot measure, work on centralized data collection
- Create simple, easy-to-access resources and focus on areas not represented by KTB affiliates
- Build on Trash Free Texas platform and mapping capabilities
- Populate Adopt-A-Spot Map on Trash Free Texas Website for all organizations to use



# What is Trash Free Texas?

- Deployed in 2018
- Encourages the adoption of litter hot spots through a webmap that displays adoptable locations
- Provides litter related resources
- Current Adopt-A-Spots on Map from North Texas:
  - City of Denton
  - City of Fort Worth
  - City of Grand Prairie
- ◇ Adopt-a:
  - ◇ School
  - ◇ Park
  - ◇ Riverway
  - ◇ Highway
  - ◇ Bayou
  - ◇ Shoreline
  - ◇ Anything that needs clean-up!



## PROTECTING OUR WATERS BY CONNECTING VOLUNTEERS TO LITTER CLEANUP OPPORTUNITIES IN TEXAS

In Texas, over 425 million pieces of visible litter accumulate on roadways each year. It is in our community, the sides of our roads, in our rivers, and along our beaches. Litter control efforts cost the American taxpayers over \$11 billion each year.

The Trash Free Texas 'Adopt-a-Spot' site and Online Mapping Tool was created to foster a litter-free environment in Texas watersheds and track trash removal activities. Adopt a site to do your part to keep litter out of our waterways.

BE A PART OF THE SOLUTION, BECOME A...

# Trash Free Texas Enhancements

- NCTCOG and its partners want to enhance the Trash Free Texas website.
- **Vision:** An all-inclusive, full-service website that provides:
  - Robust litter cleanup locations,
  - Convenient adoption of sites,
  - Ability to input clean-up data to build statewide litter collection database and use uniform trash collection metrics,
  - Free, downloadable resources for local governments, non-profits, and others to share information and public engagement.



# Measure So We Can Manage

Statewide Organized Litter Cleanup Results December 2020 Survey



**251 Responses  
representing 66  
Counties**



**77% of respondents  
participate or host  
clean-up events and  
53% participate in  
regional events**



**Collecting cleanup  
data is most helpful  
from a litter control  
perspective**



**59% supported  
development of a  
statewide litter  
collection database  
that for use by all types  
of organizations (local  
governments, non-  
profits, individuals,  
etc.)**



**95% have  
never used an  
app to collect  
litter data**



**70% support a  
mobile or web-  
based app for use  
in real-time in  
the field for data  
input**



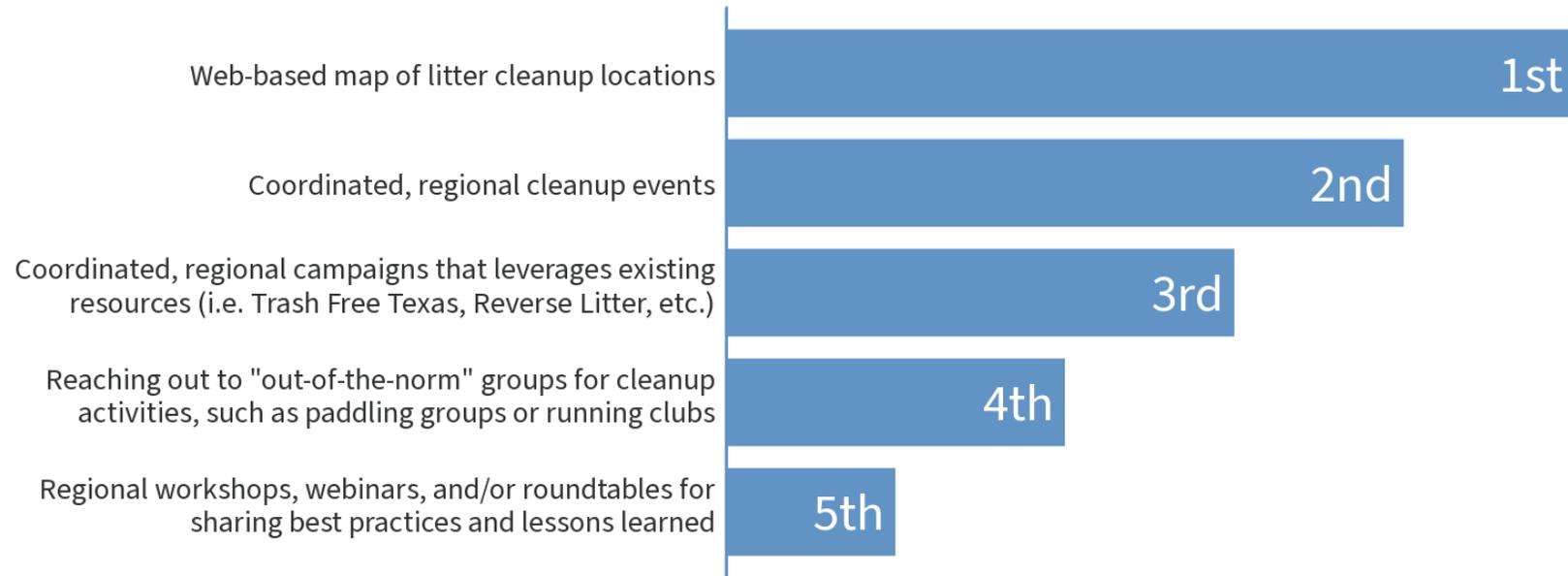
**Top three clean-up  
categories:  
County/city owned  
parks;  
roadside/highway;  
and creek/small  
drainage waterway**



**59% put everything in bag and  
count the total bags  
(Individual items not  
categorized)**

🗨️ When poll is active, respond at [PollEv.com/nctcogenv444](https://PollEv.com/nctcogenv444)

## Rank the items that would be most valuable to your organization:





**THE MEADOWS CENTER**  
**FOR WATER AND THE ENVIRONMENT**

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TEXAS STATE UNIVERSITY

## Trash Free Waters Grant Project NCTCOG's Partners

Houston-Galveston Area Council –  
NCTCOG's counterpart in the  
Houston-Galveston region.

Meadows Center for Water and the  
Environment, Texas State University

# TRASH FREE TEXAS: HOW TO UTILIZE THE STATEWIDE ADOPT-A-SPOT MAP

Aspen Navarro, Watershed Services Program Coordinator



THE MEADOWS CENTER  
FOR WATER AND THE ENVIRONMENT  
TEXAS STATE UNIVERSITY

# MEET OUR TEAM

The Meadows Center for Water and the Environment  
Watershed Services Division



**Aspen Navarro**

Program  
Coordinator



**Laura Parchman**

GIS and Data  
Management  
Associate



**Jenna Walker**

Deputy  
Director

# AGENDA

1

**Add AAS Sites to  
Statewide Map**

2

**Map Submission Process**

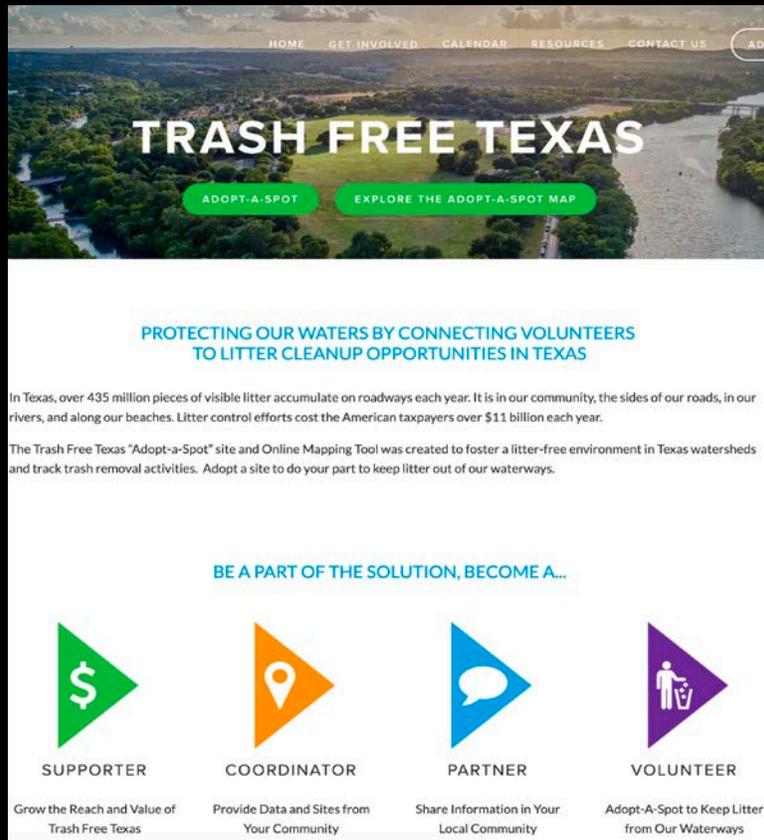
3

**Map Overview**

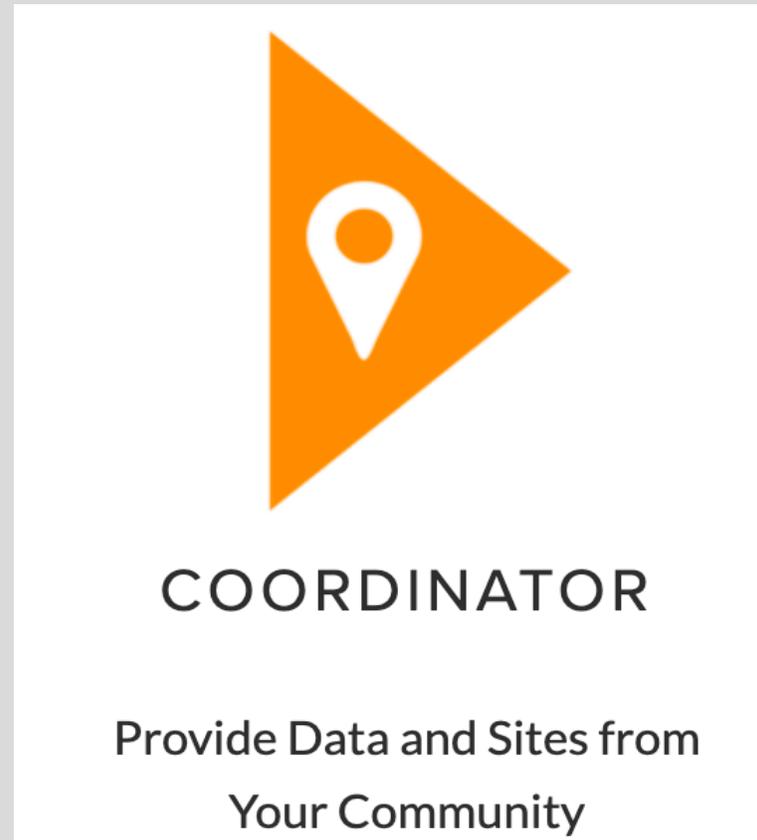
4

**Contact Information**

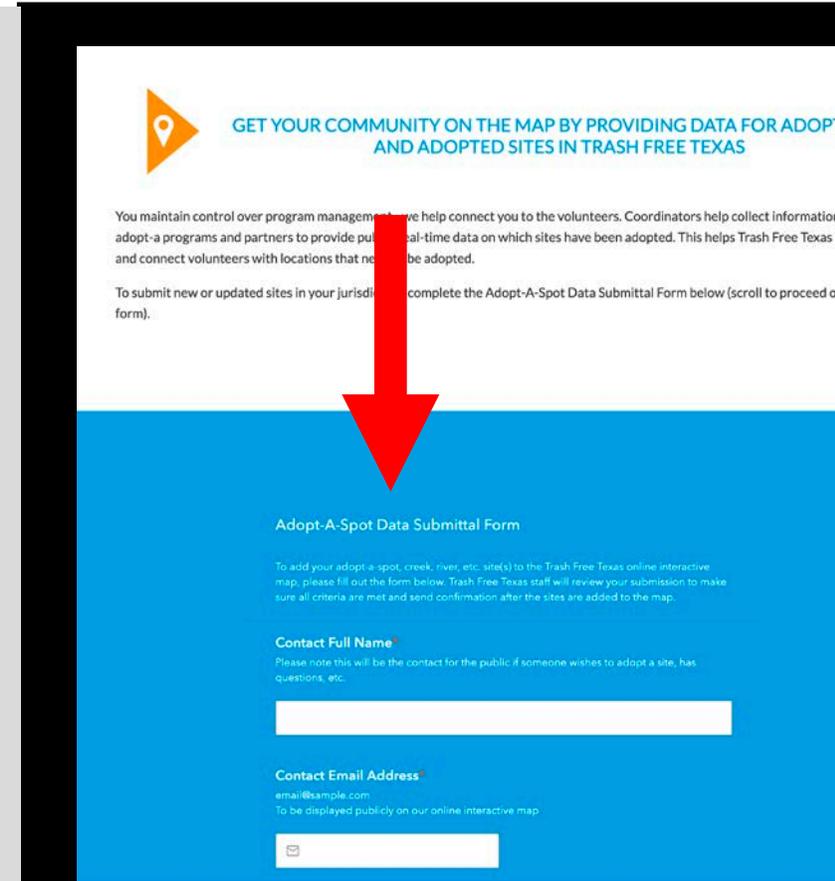
# ADD AAS SITES TO STATEWIDE MAP



**Step 1: Go to**  
[www.TrashFreeTexas.org](http://www.TrashFreeTexas.org)



**Step 2: Click on**  
[Coordinator](#)



**Step 3: Fill out the** [AAS Data Submittal Form](#)

# ADD AAS SITES TO STATEWIDE MAP CONT...

**Step 3:** Fill out the [AAS Data Submittal Form](#)

- New submission – select this if you have never submitted a form before
- Revised form – select if adding, removing, or updating your adopt-a-spot sites

## Adopt-A-Spot Data Submittal Form

To add your adopt-a-spot, creek, river, etc. site(s) to the Trash Free Texas online interactive map, please fill out the form below. Trash Free Texas staff will review your submission to make sure all criteria are met and send confirmation after the sites are added to the map.

### Contact Full Name\*

Please note this will be the contact for the public if someone wishes to adopt a site, has questions, etc.

### Contact Email Address\*

email@sample.com

To be displayed publicly on our online interactive map

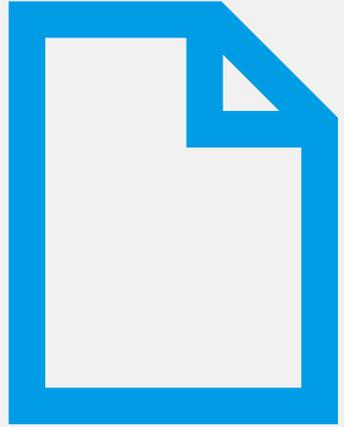
### Contact Phone Number\*

To be displayed publicly on our online interactive map

### Organization\*



# MAP SUBMISSION PROCESS



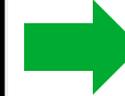
Submit  
New/Revised  
Sites to [AAS  
Data Submittal  
Form](#)



TFTx Team  
Reviews  
Sites



Sites Are  
Published to  
Map



TFTx Team  
Notifies  
Coordinator

ARLINGTON HS

Longitude: -97.117641

Latitude: 32.716672

Adopted By: null

Adoption Status: Available

Availability: null

Contact Organization: Keep Fort Worth  
Beautiful

Contact Person: null

Contact Email: KFWB@fortworthtexas.gov

Contact Phone Number: undefined

MAP OVERVIEW  
Access [here](#)

### Adopt-a-Spot

#### Adoption Status

- Available
- Adopted
- Contact for status

### Major River Basins



Trash Free Texas created this Adopt-A-Spot Online Mapping Tool to map all cleanup activities occurring in the state of Texas and to pinpoint areas in need of adoption. If you are interested in adopting an available site, click on the point in the map to view the contact information for the coordinator managing the site. If you wish to become a Coordinator

# Contact Information

**Aspen Navarro**

Contact@TrashFreeTexas.org

(512) 245-7376

[www.TrashFreeTexas.org](http://www.TrashFreeTexas.org)

# City of Fort Worth

- ◆ Cody Whittenburg, Ph.D., CFM, CSM  
Environmental Manager

Code Compliance Department,  
Environmental Quality Division,  
City of Fort Worth



# Next Steps

- ◆ Elena Berg, NCTCOG, will be reaching out to entities about adding your sites to Trash Free Texas map.
- ◆ Enhancing [Trash Free Texas](#) website.
- ◆ Continue coordination with partners on statewide litter database.
- ◆ Check NCTCOG's Trash Free Waters Website for Updates on Trash Free Waters Project and Events

<https://www.nctcog.org/environment-development/watershed-management/trash-free-waters-project>

- ◆ Community Cleanup Challenge coming soon.

<http://communitycleanupchallenge.com/coming-soon.php>

- ◆ Please share NCTCOG's Social Media Posts on Trash Free Texas efforts.



## Contact

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## Connect

### **NCTCOG's Trash Free Waters Project Webpage**

<https://www.nctcog.org/environment-development/watershed-management/trash-free-waters-project>

### **Trash Free Texas**

<https://www.trashfreetexas.org/>

<https://www.instagram.com/trashfreetexas/>

<https://twitter.com/TrashFreeTexas>

<https://www.facebook.com/TrashFreeTexas>

### **North Texas Community Cleanup Challenge**

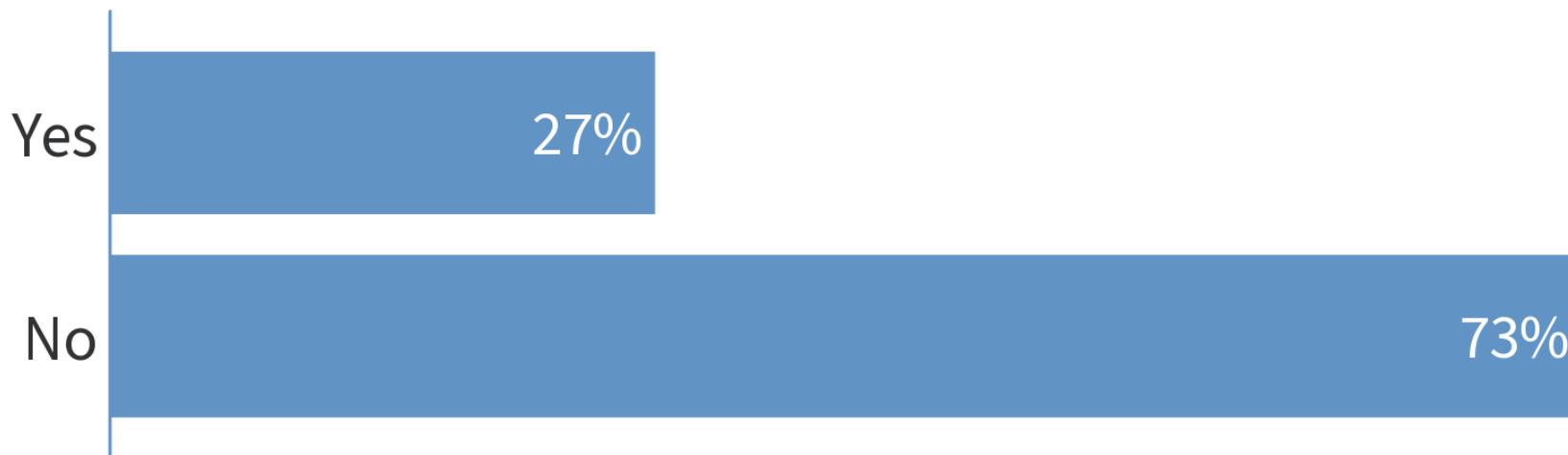
<http://communitycleanupchallenge.com/coming-soon.php>

#NTXCleanupChallenge

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## Does your organization already have a map that displays litter cleanup (Adopt-a-Spot) sites that can be adopted?



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## Would your organization be willing to provide litter cleanup sites to the Trash Free Texas map?

