

LITTER

I. Pollutant of concern/issue (what and why)

Litter pollutes streams, disrupts habitats, clogs piping which leads to flooding.

II. Audience (who): homeowners,

III. Resources – lists available media, articles, and programs posts that specifically address the concern and are tied to stormwater (water quantity or quality). References and resources are included with the articles and posts. These are also compiled in Section IV with other relevant reference materials.

SOCIAL MEDIA and ARTICLES			
Season	Artl	Title/Description	Social Media Content
Any	x	The Trouble with Trash <u>TM</u> : Trash pollutes our waterways	Trash left on the ground is more than unsightly. It's a source of pollution to our waterways and clogs streams and piping. Trash also is a potential hazard to fish and wildlife and people who utilize streams for recreation. Do your part to keep trash out of our waterways: reduce use of packaging, choose to reuse, refuse single use containers, recycle what you can, and Pick It Up! References and Resources: AEN-119 Keeping Trash out of Streams

Sp=spring, Su=Summer, F=fall, W=winter; TM=target message

IV. References and Other Resources

Publications:

AEN-106 Reducing Stormwater Pollution

AEN-119 Keeping Trash out of Streams

HENV-101 Household Waste Management: Reduce

HENV-102 Household Waste Management: Reduce

HENV-103 Household Waste Management: Reduce

HENV-104 Household Waste Management: Hazardous Waste

V. Faculty Resources

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VI. For MS4 Communities. The following are examples of potential measures/evaluation methods to be used if working with the MS4 coordinator on a lawn debris program.

MCM1: Public Outreach

Number of educational materials developed and distributed (emails, print, website, social media/reach or followers)

Number of PSAs, articles or press releases

Number of homeowners attending educational workshops

Number of partnerships established with community organizations

Number of partnerships established with local businesses

MCM2: Public Participation (examples of potential measures)

Number of survey participants

Number of litter pickups

Number of participants in a stream clean up

Number of participants in litter pickups

Quantity of trash collected.

Number of participants in a hazardous waste disposal day.

Quantity of materials collected.

Number of likes/shares or other responses to media

<ul style="list-style-type: none"> 2. Inspection results 3. Infrastructure clean out frequency 4. Visual assessment 5. street sweeper/collection amounts 6. water sampling 7. Public survey 8. Stakeholder and collaborators 9. Public participation 	<p>Number of educational materials developed and distributed (emails, print, website, social media/reach or followers)</p> <p>Number of PSAs, articles or press releases</p> <p>Number of homeowners attending educational workshops</p> <p>Number of partnerships established with community organizations</p> <p>Number of partnerships established with local businesses</p> <p>MCM2: Public Participation (examples of potential measures)</p> <p>Number of survey participants</p> <p>Number of litter pickups</p> <p>Number of participants in litter pickups</p> <p>Quantity of trash collected.</p> <p>Number of likes/shares or other responses to media</p> <p>MS4 responsibility:</p> <p>Public Reporting on trash</p> <p>Inspection results</p>	
<p>B. Evaluation Frequency (when)</p>	<p>Determined with MS4 (ex. annually, biannually, every 5 years)</p>	
<p>C. Conduct Program and Evaluation</p>	<p>Program Implementation</p>	
<p>XII. Reassess</p>	<p>Determine program effectiveness and what needs to change.</p>	
<p>XIII. Maintain Documentation</p>	<p>Will need to be done in collaboration with MS4.</p> <p>Examples of documentation include:</p> <p>Contact log</p> <p>Sign-in Sheets</p> <p>Survey results</p> <p>Copies/images of media distributed</p>	