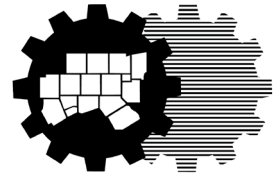


# Trash Free Texas Webinar: Making the Most of New Resources for Reducing Litter

*Connecting volunteers to litter cleanup opportunities*

[TrashFreeTexas.org](https://TrashFreeTexas.org)



North Central Texas  
Council of Governments

February 10, 2022

**TRASH  
FREE  
TEXAS**





# Welcome and Housekeeping Items

- Today's presentation slides and recording (which will be ready in a few weeks) will be posted under "Past Events" on NCTCOG's Trash Free Waters project webpage here:  
[www.nctcog.org/trashfreewaters](http://www.nctcog.org/trashfreewaters)
- Please keep your microphone on mute when not speaking.
- There will be some time for Q & A after the Keep Texas Beautiful presentation, and then again at the very end of the webinar. Please ask your question by either typing it in the chat or by using the "raise your hand" feature.
- Please state your name and entity when verbally asking a question. Thank you!

# Webinar Agenda

- Polls
- Brief Overview Trash Free Waters Project
- How and Why to Use the Texas Litter Database, Presentation by Keep Texas Beautiful
- New Trash Free Texas Graphics and Toolkits
- Upcoming Mayors' Challenge (through the North Texas Community Cleanup Challenge)

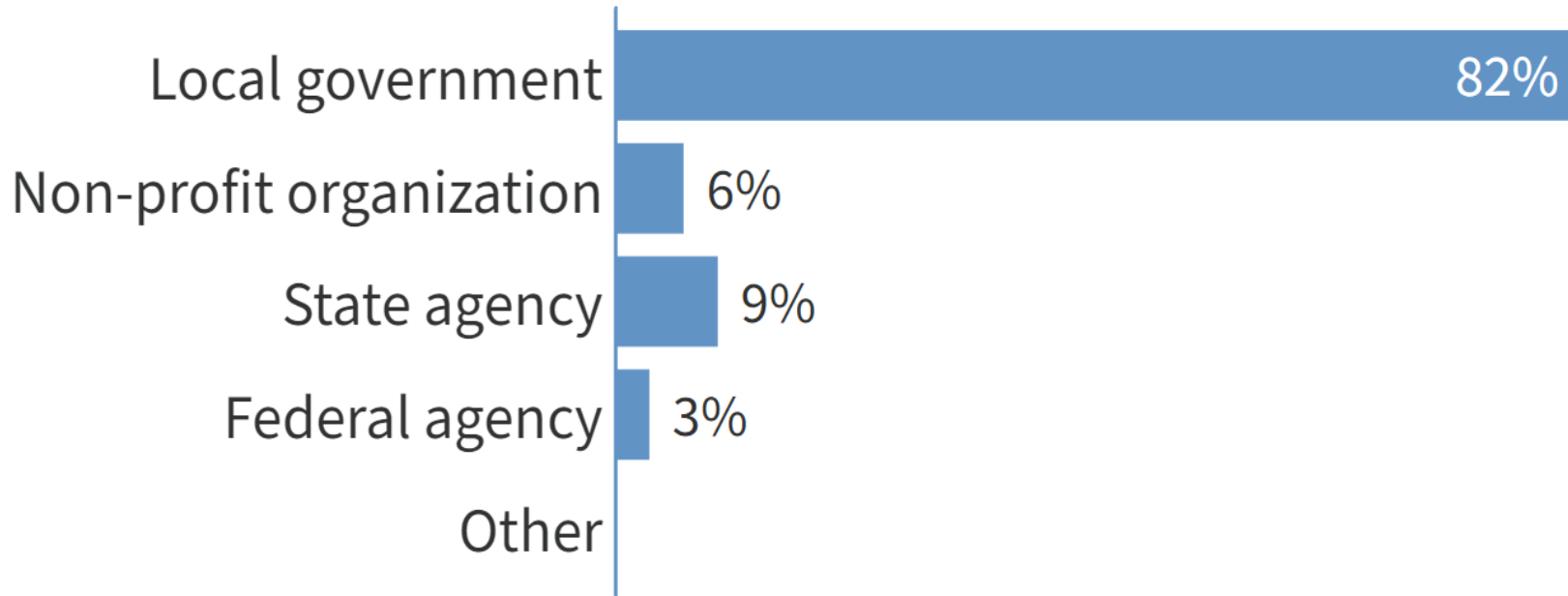


*Photo Source:* Image from YouTube video, "All the Cups" by Jack, May 10, 2014:

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

Poll: Go to [www.pollev.com/nctcogenv444](http://www.pollev.com/nctcogenv444) or  
Text NCTCOGENV444 to 22333

## What type of organization do you work for?





Poll: Go to [www.pollev.com/nctcogenv444](http://www.pollev.com/nctcogenv444) or  
Text NCTCOGENV444 to 22333

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

“ Asked to sit in for information of KTB! Excited to learn :) ”

“ Learn about watershed protection resources related to litter ”

“ Participation with KTB ”

“ Affiliate organization with KTB and learn more about resources ”

“ Education and information for stormwater management plan development and implementation ”

“ to improve litter cleanup and adoption of locations ”





Poll: Go to [www.pollev.com/nctcogenv444](http://www.pollev.com/nctcogenv444) or  
Text NCTCOGENV444 to 22333

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

“ multiple floatable-related projects currently active ”

“ learn more about the litter database ”

“ Litter is a big problem in DFW. ”

“ help address litter ”

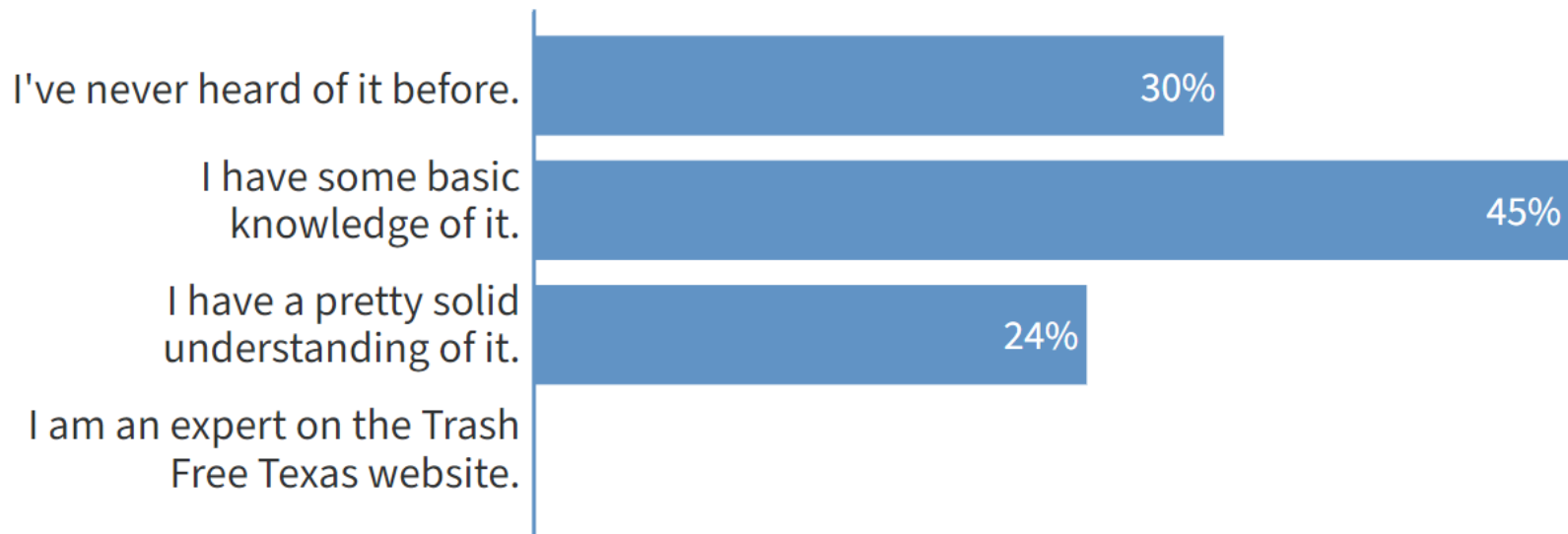
“ To learn more and interact and network ”

“ Always informative ”

“ To learn more about litter prevention ”

Poll: Go to [www.pollev.com/nctcogenv444](http://www.pollev.com/nctcogenv444) or  
Text NCTCOGENV444 to 22333

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



# Webinar Agenda

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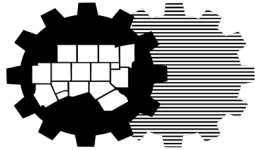
# Five Overarching Objectives of Trash Free Waters Project



1. Facilitate and foster individual/local group volunteer cleanup efforts by enhancing the Trash Free Texas website.  
**(New graphics and toolkit to share today!)**
2. Facilitate and foster regional cleanup efforts.  
**(A second new toolkit to share today!)**



# Five Overarching Objectives of Trash Free Waters Project



North Central Texas  
Council of Governments



THE MEADOWS CENTER  
FOR WATER AND THE ENVIRONMENT  
TEXAS STATE UNIVERSITY

3. Promoting a sole platform for entering trash data in Texas that is available to all users – the Texas Litter Database.

**(Texas Litter Database now linked to Trash Free Texas website!)**



4. Work with restaurants to determine ways to voluntarily reduce the use of single-use plastics. (Delayed due to COVID)
5. Replicate these efforts statewide through Texas regional councils.

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*Photo Source:* Image from YouTube video, "All the Cups" by Jack, May 10, 2014:

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

The logo features a white outline of the state of Texas on the left. To its right, the words "TEXAS LITTER DATABASE" are written in a bold, white, sans-serif font against a solid teal background.

# TEXAS LITTER DATABASE



# Presenters



**Sara Nichols**

KTB Program Director

[Sara@ktb.org](mailto:Sara@ktb.org)

512-961-5260



**Karen Maldonado**

KTB Project Manager

[Karen@ktb.org](mailto:Karen@ktb.org)

512-961-7793



**HARC**

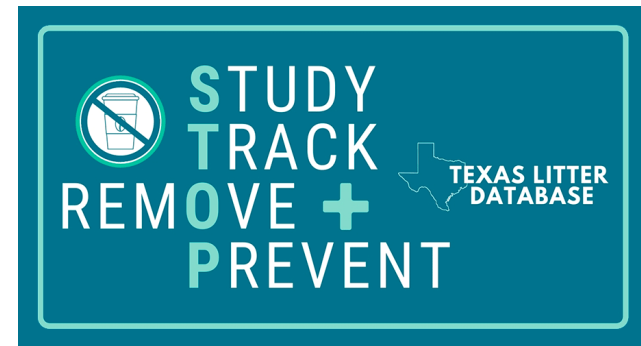


## About the Texas Litter Database

The Texas Litter Database is a statewide repository open to all litter cleanup activity in the state. The tool enables municipalities, nonprofits, researchers, citizen scientists, policymakers, and others to better track and analyze litter collected and reported throughout Texas. The database is open and available to all users – either for data entry and sharing or viewing and download.

### Key Message

Entering litter data into a singular statewide repository will offer a more comprehensive picture of litter issues that will enable Texans to put together stronger programs, education, and policies that will help reduce litter in the future.





# Why is it important?

- Only statewide data repository in Texas
- Anyone can enter or download data (not just those participating in KTB cleanups)
- Reporting mechanism for events
  - Trash Bash, Tri City Cleanup, DMWT Trash-Off
  - KTB cleanups (GAC, KTWC, Fall Sweep)
  - Your own local, community cleanups
- More comprehensive and quality data can support
  - Research
  - Legislation
  - Cleanup focus
  - Community Reports
  - Prevention
- Ex: Nurdle Patrol case study



# History

- Stakeholder identified need that originated in the Houston-Galveston area in 2017
- What started as a regional effort was expanded to a statewide effort thanks to funding from the Garver Balck Hilyard Family Foundation
- KTB joined HARC, BlackCat GIS, and the GBHFF to help develop the online platform and the STOP (Study, Track, remOve, and Prevent) methodology
- The Texas Litter Database is launched in 2021 and hosted by KTB
- Many thanks to the partners helping to promote the usage of the database: HARC, NCTCOG, H-GAC, ABC, GCBO, the Meadows Center

# Target Audience for the Texas Litter Database

- Anyone who might organize a cleanup event
  - Individuals and Groups
  - Schools (public, private, college)
  - Government (City, County, State)
  - Nonprofits, COGs, Scouts, etc.
- Volunteers and citizen scientists working with litter
- Anyone who might be interested in viewing or downloading litter data
  - Anyone who might organize litter prevention education
  - Anyone researching litter in the state of Texas
  - Anyone looking for data to support policy changes



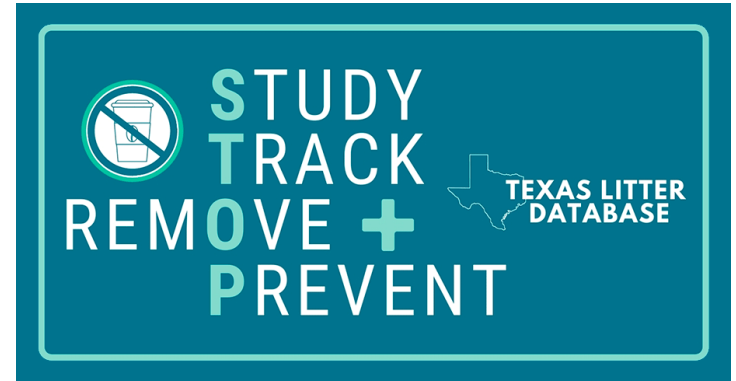
# Trash Data

## Basic cleanup data:

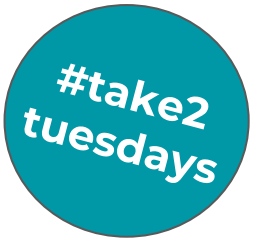
- Location (lat/long)
- Date
- Type of site
- Bags or pounds of trash removed
- Volunteer info if applicable

Have more time or more dedicated volunteers? STOP methodology for **more specific data:**

- Track a line and note the distance (ex. 100 feet)
- Pick up every piece of trash larger than a cigarette butt that you see
- Record the number of individual items in a trash report



# Citizen Scientist Activity: Take 2 for Texas



- Features a short time frame and a single item, **plastic bottles**
- Take 2 data entry can be easily accessed on a **mobile device**

## How individuals can take action in 2 minutes

Find a spot outside... by a waterway, in a park, along a road. Count every plastic bottle you pickup for two minutes. Only one person should count or pick up bottles during the two minutes.

1. Pick up and count plastic bottles for two minutes
2. At the end of the two minutes, write down how many bottles you picked up and put the bottles in a recycling or trash bin
3. Go to [www.txlitter.org](http://www.txlitter.org), click the Take2 icon, and report the number of bottles you collected



# Marketing Toolkit:

- About and key messaging
- Sample social media posts
- Press releases
- Flyers
- Logos
- Videos
- Take 2 for Texas

## Where can I find the new Marketing Toolkit?

- KTB website @ [www.ktb.org/litterdatabase](http://www.ktb.org/litterdatabase)
- Texas Litter Database website @ [www.txlitter.org/guide](http://www.txlitter.org/guide)

## Social Media Content



## Logos

## Flyers

A flyer for the Texas Litter Database. It features a teal header with the text "TEXAS LITTER DATABASE" and a map of Texas. Below the header, there is a paragraph of text: "We are proud to launch the first-ever Texas Litter Database. Accessible through any smart device or computer, this online tool enables municipal employees, volunteers, and others to better track and analyze litter collected during cleanups. The Litter Database can be used by any individual or group conducting litter clean-up activities in Texas." There are three icons: "Create New Event" (calendar), "Download Field Sheet" (clipboard), and "Enter Data" (laptop). Below the icons, there is a paragraph of text: "Visit us at www.txlitter.org and explore the power of connecting all litter data in the state of Texas. Download our field guide to help you collect, audit and enter your cleanup data. Create an event and invite your members/participants to connect their data to you. Enter your own data into this statewide repository and download data to use for reports, research and even to influence decision makers." There is a section titled "Featuring our easy, mobile friendly, citizen scientist activity:" with a "Take 2 For Texas" logo and two steps: "Step 1: Take just two minutes to pick up and count all the plastic bottles you can see as you walk along" and "Step 2: Write down your count and throw away or recycle the bottles." At the bottom, there is a teal banner with the text "www.txlitter.org Scan to enter your cleanup data:" and a QR code. Below the QR code, there is a small paragraph of text: "The Texas Litter Database was created for Keep Texas Beautiful by HAAC in partnership with BlackCat GIS with funding from the Garver Black Hilliard Family Foundation."



# Texas Litter Database

- First look for new users
- Updates to share with old pros
- Login
  - Required
  - Maintain legitimate data, no bots
  - No sharing info (email, password only)
  - Generic for organization
  - Verification email
- txlitter@ktb.org



# Contact Information



**Sara Nichols**

KTB Program Director

[Sara@ktb.org](mailto:Sara@ktb.org)

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**Karen Maldonado**

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512-961-7793



**Keep Texas  
Beautiful**



**HARC**



**black cat**  
GIS & Biological LLC 

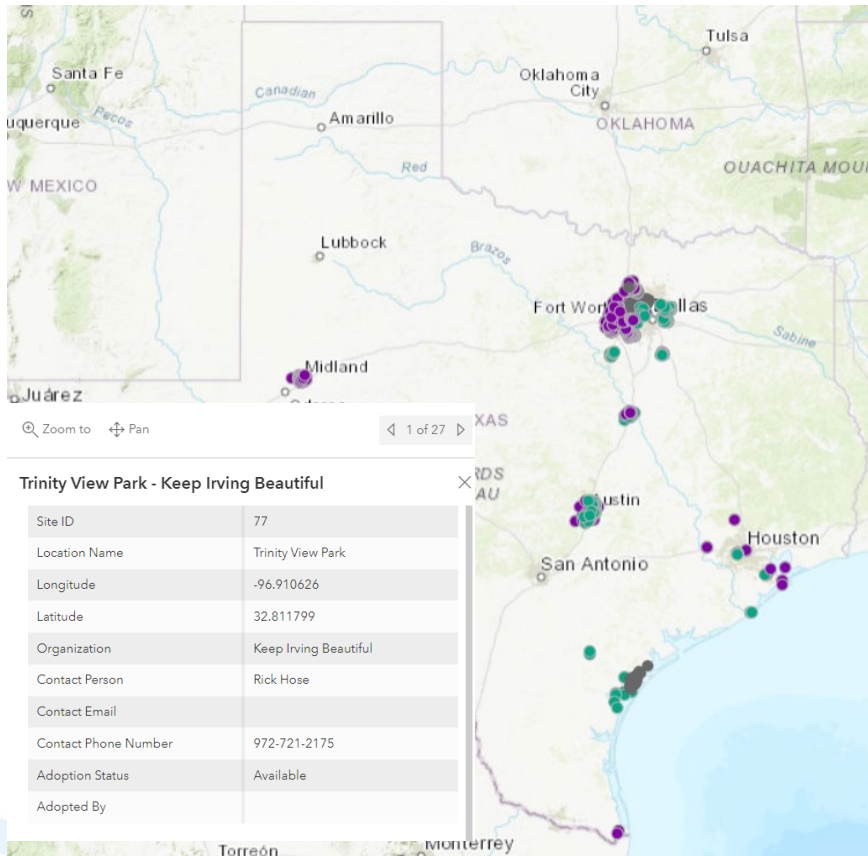


# Webinar Agenda

- Welcome
- Brief Overview Trash Free Waters Project
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# Trash Free Texas Website: [www.trashfreetexas.org](http://www.trashfreetexas.org)

**Goal:** Increase number of entities on the [Trash Free Texas Adopt-A-Spot Map](#)



- The Trash Free Texas map is an interactive map that displays litter cleanup locations and site contact information.

## Trash Free Texas

### Adoption Status

- Adopted
- Available
- Contact for Status

Image Source: Adopt-a-Spot map, [Trash Free Texas Website](#).

# Trash Free Texas Adopt-A-Spot Map

## Why add your sites to the Trash Free Texas map?

- Volunteers can easily view and select litter cleanup sites.
- Great resource large and small communities alike.
- Site coordinators still maintain control over the management of their litter cleanup sites.
- May choose to add your logo to the [Trash Free Texas Partner page](#).

SUPPORTED BY ORGANIZATIONS THROUGHOUT TEXAS, AND BEYOND...



# Trash Free Texas Adopt-A-Spot Map

20 entities have added sites to the map since project initiation.

- Groundwork Dallas
- Keep Lake Dallas Beautiful
- Keep Midland Beautiful
- Coastal Bend Council of Governments
- Village of Surfside Beach
- Keep Kennedale Beautiful
- Keep Corinth Beautiful
- City of Mansfield
- Keep Grapevine Beautiful
- Keep Rowlett Beautiful
- Keep Ennis Beautiful
- City of Mesquite
- City of Pattison
- Keep Cleburne Beautiful
- Keep Haltom City Beautiful
- Galveston Bay Foundation
- The Woodlands Waterway Warriors
- Keep Dickinson Beautiful
- Rio Grande Valley Fishing Area and Waterway Cleanups
- City of Carrollton





# Trash Free Texas Resources for Partners

New materials on the [Trash Free Texas Partner page!](#)

- Graphics for partners to copy and use (examples in next slide!), including the Trash Free Texas logo
- Trash Free Texas brochure
- 30-second Trash Free Texas video
- Trash Free Texas PowerPoint template
- Information about the resources and toolkits available on Trash Free Texas
- Coming soon! Pre-made social media posts to use

# Trash Free Texas Resources for Partners

- **New graphics now available for Trash Free Texas Partners!**

To view all the graphics and resources or to “Partner Up” with Trash Free Texas go here: <https://www.trashfreetexas.org/partner>



**TRASH  
FREE  
TEXAS**



**PROUD  
PARTNER**

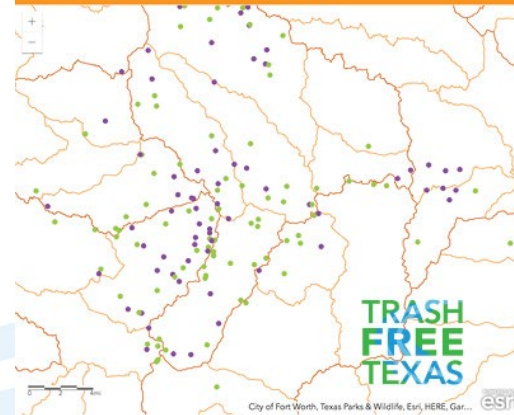
LEARN MORE AT  
[TRASHFREETEXAS.ORG](https://www.trashfreetexas.org)

[TrashFreeTexas.org](https://www.trashfreetexas.org)

**ADOPT  
OUR SPOTS**

at [TrashFreeTexas.org](https://www.trashfreetexas.org)

Connecting People to  
Places that Need to be  
Cleaned



Find a Cleanup Site Near You Today!

**TRASH  
FREE  
TEXAS**

Previously Developed Graphics Now Available at:  
[www.trashfreetexas.org/partner](http://www.trashfreetexas.org/partner)



**VOLUNTEER:** Use the "Adopt-a-Spot" online mapping tool for easy volunteer options.

**BE A PART OF  
THE SOLUTION**

**GET INVOLVED TODAY!**

**TRASH  
FREE  
TEXAS**

**GET INVOLVED TODAY!**

**TRASH  
FREE  
TEXAS**

# Trash Free Texas Adopt-A-Spot Map

How do I get litter cleanup sites from my community/entity on the Trash Free Texas map?

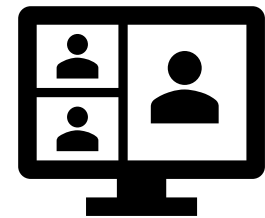
- Go to [www.trashfreetexas.org](http://www.trashfreetexas.org), click on the “Coordinator” icon, fill out the Adopt-A-Spot Data Submittal Form, and upload your sites using lat-long coordinates or a GIS shapefile,



COORDINATOR

OR

- Email Elena Berg at [eberg@nctcog.org](mailto:eberg@nctcog.org)



# Two New Toolkits On Trash Free Texas Website

- New toolkit available on Trash Free Texas website [here!](#)



*Image Source:* Trash Free Texas website: <https://www.trashfreetexas.org/community-cleanup-challenge-toolkit>.

- Includes resources to plan, promote, and host a cleanup event or a competition-style event with a neighboring community or communities.

Questions? Contact Kendall Guidroz, [kendall.guidroz@h-gac.com](mailto:kendall.guidroz@h-gac.com)



# Two New Toolkits on Trash Free Texas Website

- Community Cleanup Challenge Toolkit includes – Templates for social media and flyers, scorecards, certificates, press release, and tips for finding partners and leveraging existing events.
- Examples below

### Tri-County Mayor's Community Cleanup Challenge



**About the Challenge**

A little friendly competition never hurt – so let's help all our communities by seeing who can remove the most litter from their city [this spring]. Organized cleanups by the City, KTB affiliates, local non-profits, Scout troops, environmental clubs, and more can all count toward your total results.

The deadline to register is [registration deadline]



[Change photo with local cleanup photo or cleanup logo]

**Participation is easy!**

- 1 • Go to [Challenge URL] and sign up your city - don't forget to submit your logo!
- 2 • Organize and advertise your events - Check out the Partners Resources Toolbox for templates, guidelines, safety tips, and more!
- 3 • Hold your cleanup event(s) between [challenge timeframe]

## JOIN THE COMMUNITY CLEANUP CHALLENGE

SATURDAY, MARCH 26, 2022  
8:00 AM TO 12:00 PM



[YOUR CITY/ORG] WILL GO HEAD TO HEAD WITH [OTHER CITIES] TO SEE WHO CAN CLEAN UP THE MOST LITTER.

COME HELP US WIN AND BEAUTIFY OUR COMMUNITY!



Insert City/County Logo Here

Insert City/County Logo Here

Insert City/County Logo Here



# Two New Toolkits on Trash Free Texas Website

- New toolkit now available on Trash Free Texas website [here!](#)



## Includes:

- Videos
- Social media templates
- Outreach materials
- Reports
- Litter campaigns and initiatives
- Potential funding sources for litter cleanup
- Past webinar recordings
- Resources for litter enforcement.

Questions? Contact Crysta Guzman, [cguzman@nctcog.org](mailto:cguzman@nctcog.org)

# Trash Free Waters Project

- Coming this fall!
- Toolkit of resources for engaging recreational groups in litter cleanup within communities
- Pilot cleanup events that partner local governments and recreational groups, i.e. walkers, runners, and paddlers

COMING SOON

**PLOGGING?**

Have you heard of PLOGGING? It's a combination of jogging and litter picking. It's a fun way to get some exercise while helping to clean up the outdoors. Plogging is a combination of jogging and litter picking. It's a fun way to get some exercise while helping to clean up the outdoors.

**How to Plog**

**Prep for Success**

- Consider the terrain of where you want to plog, along with the weather and/or seasonal conditions where you want to go.
- Wear comfortable, weather-appropriate clothing. Clean shoes are a must. Bring a water bottle and be sure to stay hydrated throughout.
- Gloves are recommended. Thick disposable gloves are great for picking up any potentially hazardous items, such as nails.
- Litter bins may be bulky but are easy to use for pick-up!
- Use an appropriate collection bag. Bringing home a reusable shopping bag.

**What to Do With the Litter Afterwards**

Record what kind of litter you picked up on our website. Recycle whenever possible. Any items that are plastic, metal, or paper should be considered for recycling. Dispose of any non-recyclables at a landfill or through your curbside trash bin. Be sure to dispose of anything appropriately! If in doubt, check your city's regulations. Take pins, ties, and fun gear purchased at events to your local sporting goods store. The ability of plogging can be...

**www.trashfreetexas.org**

**Getting the Plogging Started**

**TIPS AND TRICKS**

- 01 Be mindful of what time of day you schedule the clean up.**  
Go at comfortable times during the season, i.e. avoid the middle of the day during summer. Make sure you can see well when you go.
- 02 Litter is everywhere, so plogging should be too!**  
Be sure the location is suitable and safe for running or walking. Forests, neighborhoods, or city sidewalks are all great options. Pay attention to traffic if near roadways, and avoid safety vests if it is getting dark! Think of places you may have seen a lot of litter.
- 03 Any litter you can pick up makes a difference!**  
Litter ranges from small pieces of plastic to large items, but be sure it can be carried. Examples of litter to pick up are plastic bottles, styrofoam, glass bottles of beer, aluminum cans, cardboard, clothing pieces, etc.
- 04 Only pick up safe items!**  
Avoid broken glass or anything sharp. Only use your hands in places you can easily see. You should know what can be under a pile of leaves or in a hole.
- 05 Hygiene is important!**  
Keep your hands away from your face during plogging, and be sure to wash and sanitize your hands whenever possible.

**www.trashfreetexas.org**

**Plogging Drop-off**

Please place your collected litter in the bin.

**TRASH FREE TEXAS**

What is Plogging?

Scan To Learn More

**FORT WORTH**

**www.trashfreetexas.org**

TRASH FREE TEXAS



# Webinar Agenda

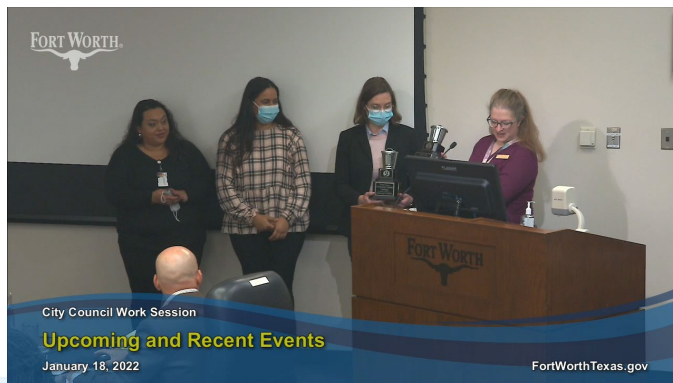
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# North Texas Community Cleanup Challenge and Mayors' Challenge

## Goal: Support regional cleanup events

- Engage communities in a competition-style cleanup to see which one can pick up the most trash per resident during a designated timeframe.
- First community challenge, the [North Texas Community Cleanup Challenge](#), held in fall 2021
- Next Community Cleanup Challenge will be held **March 1 – May 31, 2022**
- Crysta Guzman, [cguzman@nctcog.org](mailto:cguzman@nctcog.org)

## NORTH TEXAS COMMUNITY CLEANUP CHALLENGE



# Mayors' Challenge

## Goal: Support regional cleanup events (cont.)

- In fall 2021, NCTCOG piloted “Mayors’ Challenges” as part of North Texas Community Cleanup Challenge.



*Video Source:* [North Texas Community Cleanup Challenge Website](https://www.nctcog.org/nctcog/Community-Cleanup-Challenge), NCTCOG, and YouTube at: <https://www.youtube.com/watch?v=rwleNBSlvPg>.



# 2021 North Texas Community Cleanup Challenge Results

The weight of litter picked up is equal to

**85 HORSES**

The estimated range of litter picked up during the challenge was between 65,775 lbs. and 78,670 lbs.



**ABOUT  
20,000**

Volunteer hours were recorded. There were 32 events posted to our online calendar.



**$\frac{1}{7}$**

cities in the North Texas area participated.



**MORE THAN  
400**

Locations cleaned in the North Texas region.

Some of the "most unusual" reported items were:

- A bag full of fast food
- A surfboard
- Red boxer shorts
- A shopping cart
- A shoe
- A baby stroller

**7,665  
BAGS**

Of litter were filled during the challenge.



**OVER  
6,000**

Volunteer instances.

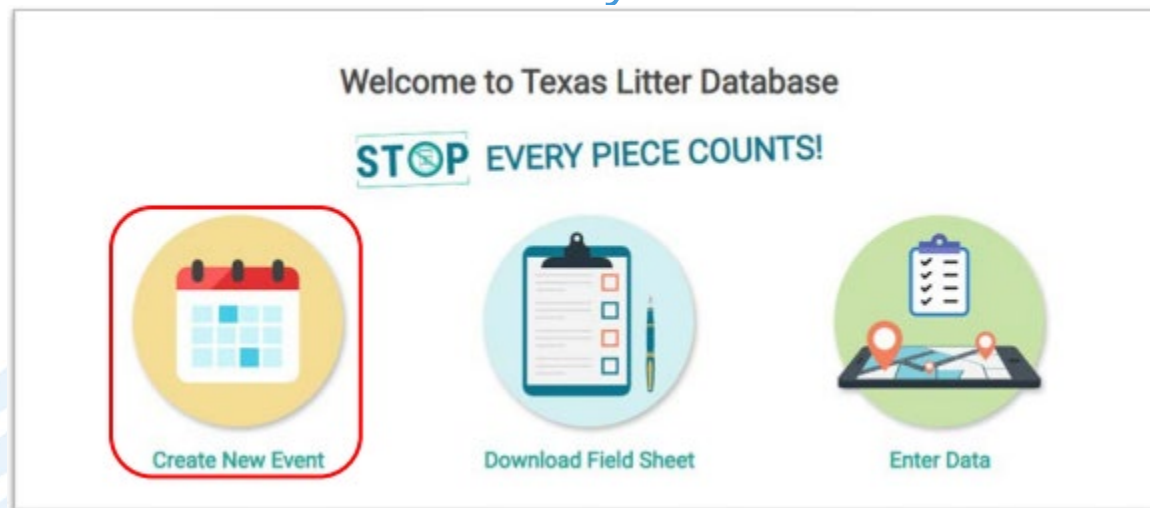
The full 2021 North Texas Community Cleanup Challenge recap graphic can be found [here](#).

# Upcoming North Texas Community Cleanup Challenge and Mayors' Challenge

- Who can participate?
  - Everyone in the North Central Texas region! You can participate as an individual and log your data or as a community/organization
- How to Participate
  - Register [here](#) by **April 1, 2022**, by either signing in or creating an account.
  - Host and participate in cleanup events between **March 1 – May 31, 2022**
  - Encourage your mayor to challenge a neighboring community!
  - Enter data by **June 30, 2022**

# How to Log Your Trash Data for North Texas Community Cleanup Challenge and Mayor's Challenge

- Link to Quick Guide for Using the Texas Litter Database for the NTCCC: <https://www.nctcog.org/getmedia/d1823cec-3754-4e86-b7e7-6d55a8b78479/Quick-Guide-for-Using-the-Texas-Litter-Database.pdf.aspx>
- All trash data will be entered into the Texas Litter Database. You must create an account.
- Create a new Event ID or search for one if participating in a cleanup effort where one is already created.







# How to Log Your Trash Data for NTCCC and Mayor's Challenge – cont.

- If you create a new event, fill in the required information and hit “Submit.” An Event ID will be generated for you, which you can share

## New Event

\* Event Name:

\* Start Date:  

End Date:  

Organization:

## Event - NCTCOG Test Event

Share The Event

**1** Event ID: **E-Bp**

*Click to copy the link or share it using QR code*

**2** <https://txlitter.org/report/new?e=E-Bp>

**3**  Show QR Code

---

Event Info

\* Event Name:

\* Start Date:  

# How to Log Your Trash Data for NTCCC and Mayor's Challenge – cont.

- Now you are ready to enter your trash data. Select “Add New” at the bottom of the Event ID form to generate a New Trash Report.

## Related Trash Data

There are current 0 trash data related to this event.

[+ Add New](#)

[☰ View List](#)

## New Trash Report

### Related Event

ID: E-Bp

Name: NCTCOG Test Event

Start Date: 02-08-2022

Organization: NCTCOG

[✎ Update](#)

# How to Log Your Trash Data for NTCCC and Mayor's Challenge – cont.

- At the bottom of the Trash Report is the External ID. Enter “CCC22” here.

TXDOT Road Cleaned (Miles):

Waterway Cleaned (Miles):

Area Cleaned (Acres):

External IDs:  ⓘ  
0 / 50  
Enter up to 4 external IDs, one per line

Illegal Dumping:  Is this an illegal dump site?

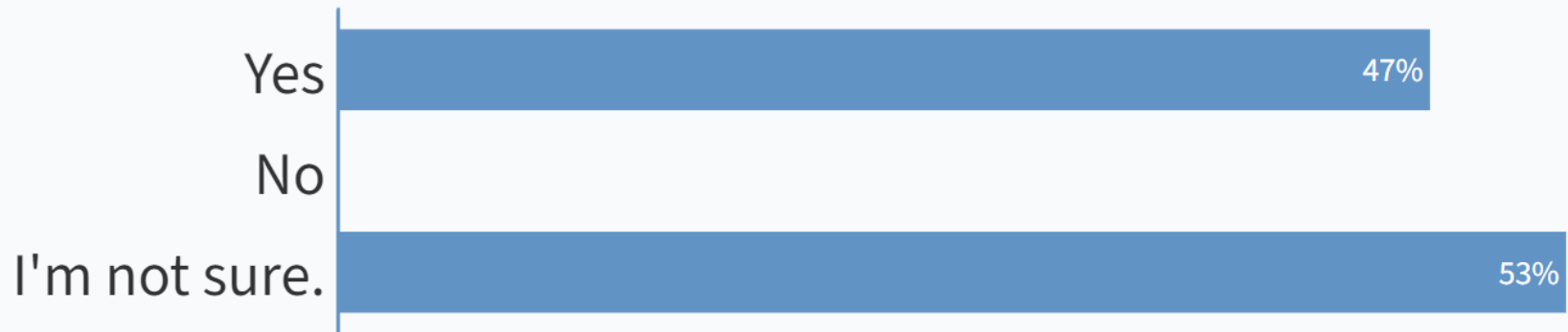
Recyclables Separated:  Please still count and report recyclables

External ID = CCC22



Poll: Go to [www.pollev.com/nctcogenv444](http://www.pollev.com/nctcogenv444) or  
Text NCTCOGENV444 to 22333

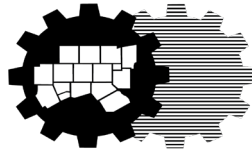
**Does your community plan to participate in the North Texas  
Community Cleanup Challenge and/or Mayor's Challenge by  
submitting litter cleanup data from events held in March,  
April, and May 2022?**



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North Central Texas  
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Thank you!



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