

RECREATION AND LITTER CLEANUP ADVISORY GROUP

February 2, 2022



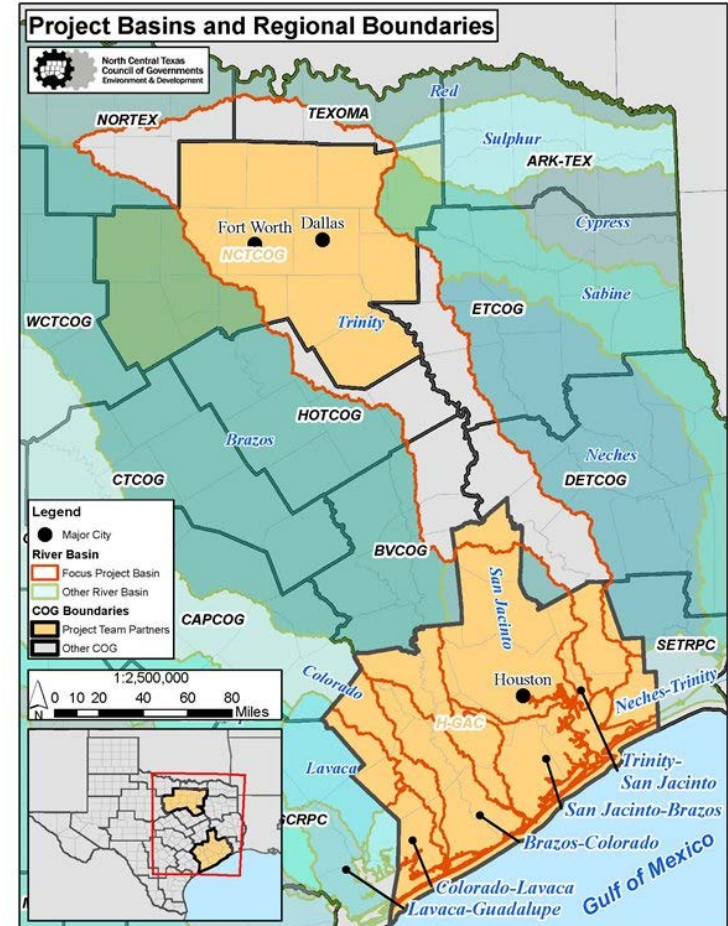
**TRASH
FREE
TEXAS**

Trash Free Waters Project

Project Partners and Regions:



THE MEADOWS CENTER
FOR WATER AND THE ENVIRONMENT
TEXAS STATE UNIVERSITY





Trash Free Waters Project

Tasks and Goals of the Trash Free Waters Project:

- Promote the use of the Trash Free Texas website statewide - www.trashfreetexas.org
- Increase the Adopt-a-Spot cleanup locations on Trash Free Texas website from as many entities as possible
- Publish litter cleanup and community engagement resources to Trash Free Texas website
 - [Local Government Trash Reduction and Educational Toolkit](#)
 - [Community Cleanup Challenge Toolkit](#)
 - “Plogging” and recreational cleanups toolkit

Encouraging A Cleanup Culture

TRASH
FREE
TEXAS

PLOGGING



Source: Creative Commons

PLALKING



Source: Creative Commons

PLIKING



Source: Xtracycle



Recommendations Recap

Digest of ideas and recommendations:

Community Recommendations & Resources

- Increasing the number of locations for proper disposal of litter and trash in public parks
- Social media contest to post collected trash picked up by participants, including prizes (most interesting, largest quantity, etc.).
- Contests or medals for ploggers et al who achieve certain mileage or milestones.
- Use of virtual races to promote plogging et al.

TFW Project Resources

- Educational signage for plogging “waste stations” at city parks.
- Starting programs or campaigns to encourage plogging, plalking, or pliking activities.
- Marketing campaign to promote plogging, plalking, or pliking along with PSAs and social media.

Draft Resources

1) Template Educational Plogging “Waste Station” Signage for City/Public Parks

Option 1

Plogging Finish Line
Please place your collected litter in the bin.



FORT WORTH.

What is Plogging?



Scan To Learn More

TRASH FREE TEXAS

www.trashfreetexas.org

Option 2

Plogging Drop-off
Please place your collected litter in the bin.



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What is Plogging?



Scan To Learn More

FORT WORTH.

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Draft Resources

2) QR code "How To" Instruction Sheet

TRASH FREE TEXAS

Using QR Codes In Your Public Outreach Efforts

While QR Codes are not necessarily new, they have made a resurgence in use from 2019-2022. Nearly all modern phones now can read a QR code with the default camera app and do not require a special app. While the default camera app will do the trick, there are also a plethora of dedicated QR Code reading applications that offer additional features and faster QR code recognition.

From Payment information, medical information, airline boarding passes, restaurant menus, and more, QR Codes are everywhere and are not likely to fade out any time soon.

QR Codes are a great way to transition viewers from the real world to online resources.

What is a QR Code?

QR stands for Quick Response Code. A QR Code is a type of matrix, or two-dimensional bar code system. These codes can be read from any angle, any direction, or nearly any orientation by a camera or standard barcode scanning system. They also offer redundancy for data loss. For example if some of the QR Code is not visible it still works (this is dependent on the settings it was created under, explained later).

Using and Image Format Considerations

Scale your QR Code to the situation it is intended to be used in. This may take some testing, but if a QR Code image and the user's device don't align, there will be trouble scanning it. The user gives the device a chance to bring the image into focus. If the camera's resolution is not high enough it will not scan smaller images. QR codes should be at least 1 inch square. If you have only a very small area to place the QR code, then you may want to use a smaller resolution such as [QR Code 1D](#). This will allow you to use a lower resolution QR code when space is tight.

A QR Code on a Post the size of a standard sheet of paper should be around 1x1 in but could be smaller than 1 inch by 1 inch in size.

A QR Code on an A frame poster at an event should be at least 6 in x 6 in, ideally around 10-12 in.

Whatever you use for the QR code, the sharper your image, the better it will scan. Do not scale up a small QR image to that of a large one to save space. Create a higher resolution image or use a better color or vector graphic version.

Advanced QR Code Information

While it may not be necessary to fully understand the inner workings of QR Codes, having a better understanding of how they work will allow you to create more effective QR Codes that work more reliably, which results in a better end user experience and over time build your organization's reputation.

Anatomy of a QR Code

"Eyes" or Positioning Patterns
Timing
Version
Format
Data
Additional Alignment Version 2+
Quiet Zone

Why QR Codes

When you create a QR code, you can use the entire QR code to include a URL, a phone number, a text message, a social media link, a video, a document, or a form. QR codes are a great way to provide a quick and easy way to access information. They are also a great way to provide a quick and easy way to access information. They are also a great way to provide a quick and easy way to access information.

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Draft Resources

3) “Plogging” Campaign Toolkit:

- **Planning Your Event**
 - Cleanup event checklists for plogging
- **Promoting Your Event**
 - Social Media Toolkit
 - Plogging How-To Guides
 - PSA Videos/“Plogging” 101 Videos - On hold until spring or summer 2022
- **Hosting Your Event**
 - Event sign-in sheets, safety info, volunteer certificate, day of checklist
- **Results**
 - Tracking and reporting, Texas Litter Database
- **Finding Partners**
- **Promoting Success**



Draft Resources

3) “Plogging” Campaign Toolkit:

- **Planning Your Event**
- Cleanup event checklists for plogging

Complete	Planning Items/Logistics to Consider
	<p>Who is your city/county/KTB affiliate/group “plogging” event coordinator? <i>The event coordinator is responsible for planning and executing the event, including coordinating with participants, leading site selection efforts, obtaining required materials, arranging services, and coordinating after-event activities.</i></p> <ul style="list-style-type: none"> • Are other staff or volunteers needed to set-up, work, or take down the event?
	<p>What locations will be cleaned? <i>Will this event have specific areas for an organized cleanup event, or will it be spread across the community in a “clean where you are” event without a central location?</i></p> <ul style="list-style-type: none"> • Are there any safety or access concerns for these areas? • Do you have permission to access all areas you want to clean? • Do you need permits for any areas you want to clean? • Does the location have public restrooms available, or can rental port-a-lets be brought in for an event? • Will any of the locations require transportation from the central site, and will that transportation be provided?
	<p>When will the “plogging” event take place? <i>If the “plogging” event coincides with/is part of another cleanup event like the Great American Cleanup, make sure to cross promote and advertise the events.</i></p> <ul style="list-style-type: none"> • Will all events take place on one day? • Will the events take place over a set period (ex. 1 week, 1 month, etc.)?
	<p>Who can volunteer? <i>Determine if there will be any age restrictions on volunteers, if parental supervision is required under a certain age, and if school, scouting, or other groups can participate with chaperones.</i></p> <ul style="list-style-type: none"> • Consider tailoring your promotional strategies to reach those eligible to volunteer.
	<p>Will volunteers/participants need to register in advance? <i>If volunteers or participants need to register, make sure the registration system is determined and set up before promoting the event or recruiting volunteers.</i></p> <ul style="list-style-type: none"> • Will all volunteers need to register, or just large groups? • Will registration be via email, an online form, etc.? • Will you need any information from registration that needs a field? (Ex. Number in a group, number under 18, group affiliation, etc.) • Is the registration information and/or link available on all digital and printed promotional materials? • Will you accept walk-up registrations for scheduled events?
	<p>Will volunteers/participants need to sign a waiver release form or photo release form? <i>Waivers and photo release forms can be combined with registration, but it might be easier to have volunteers/participants bring and turn in at in-person cleanups to make sure every participant has completed one.</i></p> <ul style="list-style-type: none"> • Will you need liability insurance for any part of your event? • Has the city/county/KTB affiliate approved the waiver/photo release?
	<p>Will you provide any food, t-shirts, prizes, etc. for volunteers?</p>

Complete	Planning Items/Logistics to Consider
	<p><i>Additional items like food, t-shirts, etc., are not required and might require additional city permits, insurance, funding, etc.</i></p> <ul style="list-style-type: none"> • If you want to provide extra items, could a local sponsor help with the cost? • Consider providing a certificate for volunteers that need a record of service hours for activities like school or service organizations. • Will you have any educational displays or invite local organizations to have displays or activities?
	<p>Will you provide cleanup supplies like trash bags, pickers, gloves, safety vests, etc.? <i>Providing cleanup supplies isn't necessary, but especially at in-person cleanup events it is appreciated by volunteers and adds to the safety of the event.</i></p> <ul style="list-style-type: none"> • Does your city/organization have these supplies already? • If you are a KTB affiliate or have one in the city to partner with, can they request supplies from Keep Texas Beautiful? (usually requires registering your event on their calendar) • Do you need other supplies like tables, tents, plastic tubs to sort supplies, etc.?
	<p>What will you do with trash collected? <i>You should have a plan for the collection and proper disposal of all trash collected, including a location for organized event trash to be concentrated and a partner to take the trash from the site to a landfill or dumpster.</i></p> <ul style="list-style-type: none"> • If the event is not at a specified location, will participants drop off their trash somewhere or dispose of it properly in their own trash cans? • Does the city/county have dumpsters that can be provided at the event location and removed by the city/county afterwards, or perhaps trailers that can be used to collect trash and take to a designated disposal site afterwards? • Does your local waste disposal provider have dumpsters for rent that they will remove with the trash afterwards? Will they sponsor the event and provide the dumpster without charge?
	<p>How will you collect and report results? <i>Based on the set up of your event and available resources like dumpsters, etc. determine how you will collect results and what results you will collect. See the toolkit for reporting form examples and other resources.</i></p> <ul style="list-style-type: none"> • Will you base trash weight on the number of bags collected? (KTB has estimates available) • If using a dumpster, can the waste disposal provider provide the weight or an estimate of it? • Will you collect other results like number of volunteers, number under 18, miles cleaned? • Will you separate out recyclables? If so, using different colored bags might help collect that information. • Will one person oversee collecting the results at the end of the cleanup, or will volunteers have data sheets to submit? • Will you enter your cleanup results into the new statewide litter database? • Will you accept collection data from non-registered participants?
	<p>How will you promote the “plogging” cleanup event?</p>

Complete	Planning Items/Logistics to Consider
	<p>Determine what platforms you will use to promote the “plogging” cleanup event. See toolkit for examples of promotional materials, and if your event is part of a larger event see if their website has resources you can use.</p> <ul style="list-style-type: none"> • Social media and press release promotion are two simple resources that have the potential to reach a large audience. Consider creating a unique hashtag to use on social media when promoting and later reporting results for the event. • Consider if the city/county has appropriate platforms that can be used or that you can leverage. • If participants will coordinate and use the same materials, make sure all participants have access to the promotional items to help spread awareness of the event. • Consider posting flyers about your “plogging” event in physical spaces in your community, including school and church bulletin boards, libraries, city facilities, etc. • See if any local papers or TV stations will sponsor the event and provide advertisement as an in-kind service.
	<p>Coordinator Planning Notes:</p>

Draft Resources

3) “Plogging” Campaign Toolkit:

- **Promoting Your Event**
 - Social Media Toolkit (Facebook, Instagram, Nextdoor)



Draft Resources

3) "Plogging" Campaign Toolkit:

- Promoting Your Event
 - Plogging How-To Guides

Have you heard of

PLOGGING?

Plogging is picking up the litter in our environment while jogging! It comes from the Swedish words "plocka upp" + "jogga." While helping the environment, you promote fitness through jogging (or walking) combined with searching by bending and squatting from picking up litter.





WWW.TRASHFREE TEXAS.ORG

How to Plog

Prepare for Success

- Consider the terrain of where you want to run, along with the anticipated weather conditions whenever you want to go.
- Wear comfortable, weather appropriate running clothes. Close-toe 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 litter items such as glass.
- Litter claws may be bulkier but are easy to use for pick-up!
- Use an appropriate collection bag. Ranging from a reusable shopping bag

to a heavy-duty trash bag, be sure it is easy to carry, pointed-corners proof, and large enough for the job.

Get a Group Together

- If you are in a jogging or walking group already, great! See if they would like to change it up and try plogging with you.

Create ways to advertise! Social media outlets, community bulletin boards, group meeting apps or even store windows are all great ways to get the word out.

Local environmental groups are always great points of contact when planning a cleanup.

Take part in an existing plogging group!

One hour of plogging burns 350 calories versus 250 calories burned from normal jogging.

The trend first started in 2014 and has gained some serious traction in the running community.

Plogging is a form of aerobic exercise that can help boost your heart health, improve endurance, amp up your metabolism and muscle health and overall well-being.

WWW.TRASHFREE TEXAS.ORG 601 University Drive, San Marcos, TX 78666, 512.345.7376, Contact@trashfreetexas.org

Getting the Plogging Started



TIPS AND TRICKS



Think About the How

You can carry your collection of litter all the way! Or you may want to create a pile to return to with full loads of litter then collecting these piles when done.

You may also consider warming up and cooling down while plogging, and committing to a full-effort run in between.

If you see something too large to carry with you, consider contacting the appropriate authorities with its location for pick-up.

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 wear 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 boxes, just be sure it can be carried. Examples of litter to pick up are plastic bottles, zip ties, glass bottles (if safe), 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 control. You never 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.

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 items appropriately! If in doubt, check your city's regulations.

Take pictures, selfies, and fun group pictures! Let everyone know how important and fun the activity of plogging can be!



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Plogging Toolkit & Resource Pilot

- We're looking for volunteers to help us test and pilot these resources!
- **Who:** Local governments, KTB Affiliates, recreation groups
- **Pilot Period:** April – September 2022
- **Feedback Deadline:** October 2022

Contact Crysta Guzman, cguzman@nctcog.org, or Kendall Guidroz, Kendall.Guidroz@h-gac.com.



Upcoming Opportunities

- Upcoming Cleanup Opportunities:
 - [North Texas Community Cleanup Challenge](#), March 1 – May 31, 2022
 - [River, Lakes, Bays 'N Bayous Trash Bash](#), March 26, 2022
 - [National Walking Week](#), April 1-7, 2022
 - [Great American Cleanup](#)
 - March: Waterways Cleanup Month
 - May: Parks and Trails Month
 - KAB Annual [Trash Dash](#), September

Resources

Subscribe to the Trash Free Waters: North Central Texas Newsletter – [here](#)

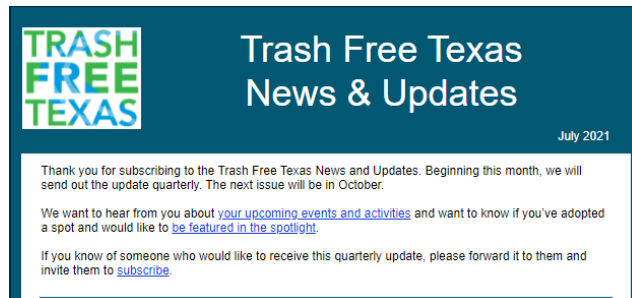
Subscribe to the Trash Free Texas Houston-Galveston Region Monthly News & Updates – [here](#)

Texas Litter Database - <https://txlitter.org/>



May 2021

Trash Free Waters: North Central Texas Newsletter



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Connect

Trash Free Texas

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

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

 <https://twitter.com/TrashFreeTexas>

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

NCTCOG's Trash Free Waters Project Webpage

 <https://nctcog.org/trashfreetwaters>

H-GAC Trash Free Waters Project Webpage

 <https://www.h-gac.com/water-outreach-and-engagement/trash-free-texas>

THANK YOU!