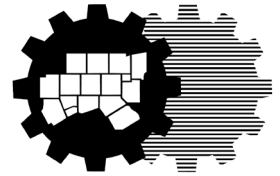


Trash Free Texas Webinar: Empower Your Volunteers and Reach New Audiences

Connecting volunteers to litter cleanup opportunities

TrashFreeTexas.org



North Central Texas
Council of Governments

March 1, 2023

**TRASH
FREE
TEXAS**



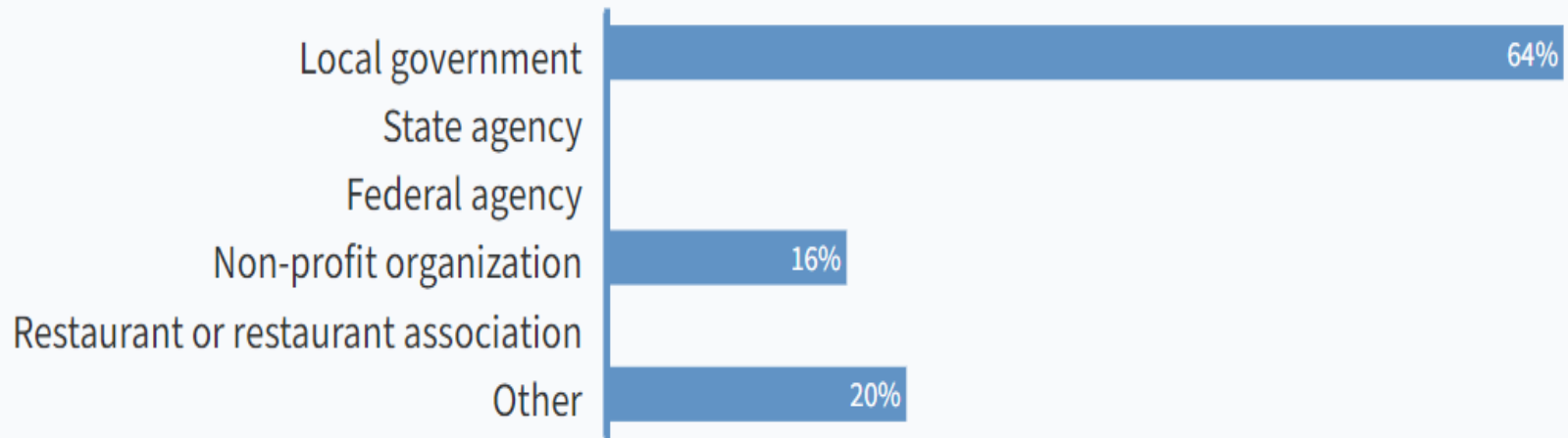


Welcome and Housekeeping Items

- Please keep your microphone on mute when not speaking.
- Today's presentation slides and recording will be posted at www.nctcog.org/trashfreewaters under "Past Events."
- Time will be allotted for Q & A after the presentation. Please ask your question by either typing it in the chat or by using the "raise your hand" feature.
- Please try to remember to state your name and entity when asking a question. Thank you!

Poll: Go to www.pollev.com/nctcogenv444 or
Text NCTCOGENV444 to 22333

What type of organization are you representing today?



Powered by  Poll Everywhere

25 Responses

Poll: Go to www.poll-ev.com/nctcogenv444 or
Text NCTCOGENV444 to 22333

Respond at PollEv.com/nctcogenv444

Text NCTCOGENV444 to 22333 once to join, then A, B, C, or D

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

I've never heard of it before. A

I have some basic understanding of it. B

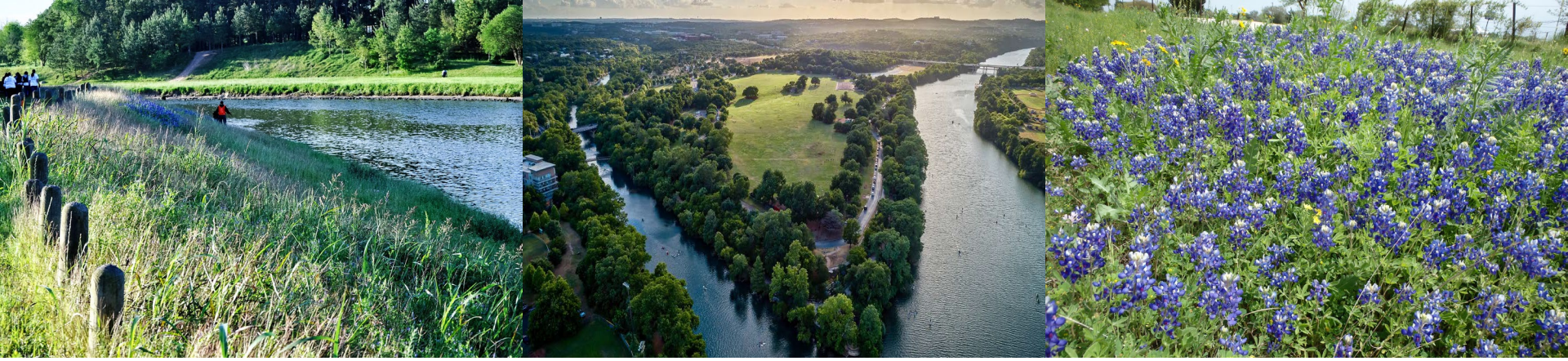
I have a pretty solid understanding of it. C

I am an expert on the Trash Free Texas website. D

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0 Responses –
Technical Issues

Meet the Project Team



Project Goal

- Engage communities and businesses in efforts that facilitate the removal and reduction of trash that eventually ends up in our waterways.



Elm Fork Channel of the Trinity River in Dallas, Texas.

Still shot of video – “Dallas Trinity River Canoeing through Trash Raft” - <https://www.youtube.com/watch?v=cn9yKNyP6dE>

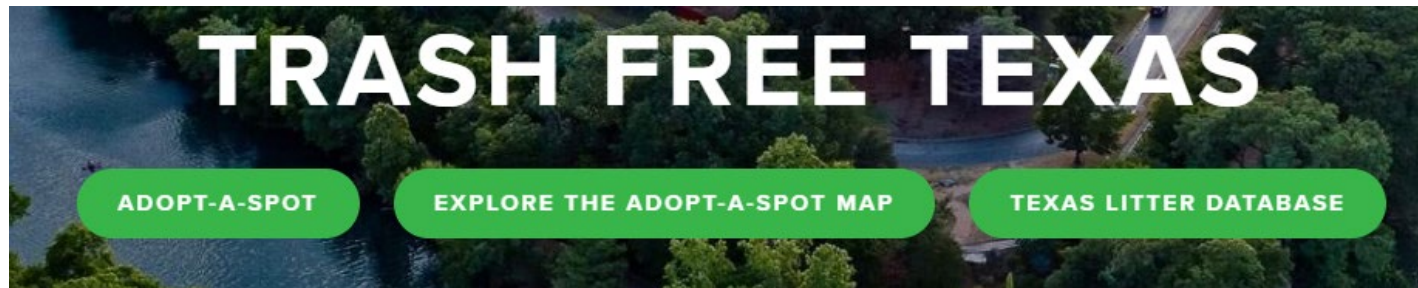
What actions are we taking to meet this goal?

- Augment the Trash Free Texas website - www.trashfreetexas.org.
- Facilitate partnerships between communities and restaurants on initial, first-step strategies that both reduce the use of single-use plastics and reduce costs.





www.trashfreetexas.org



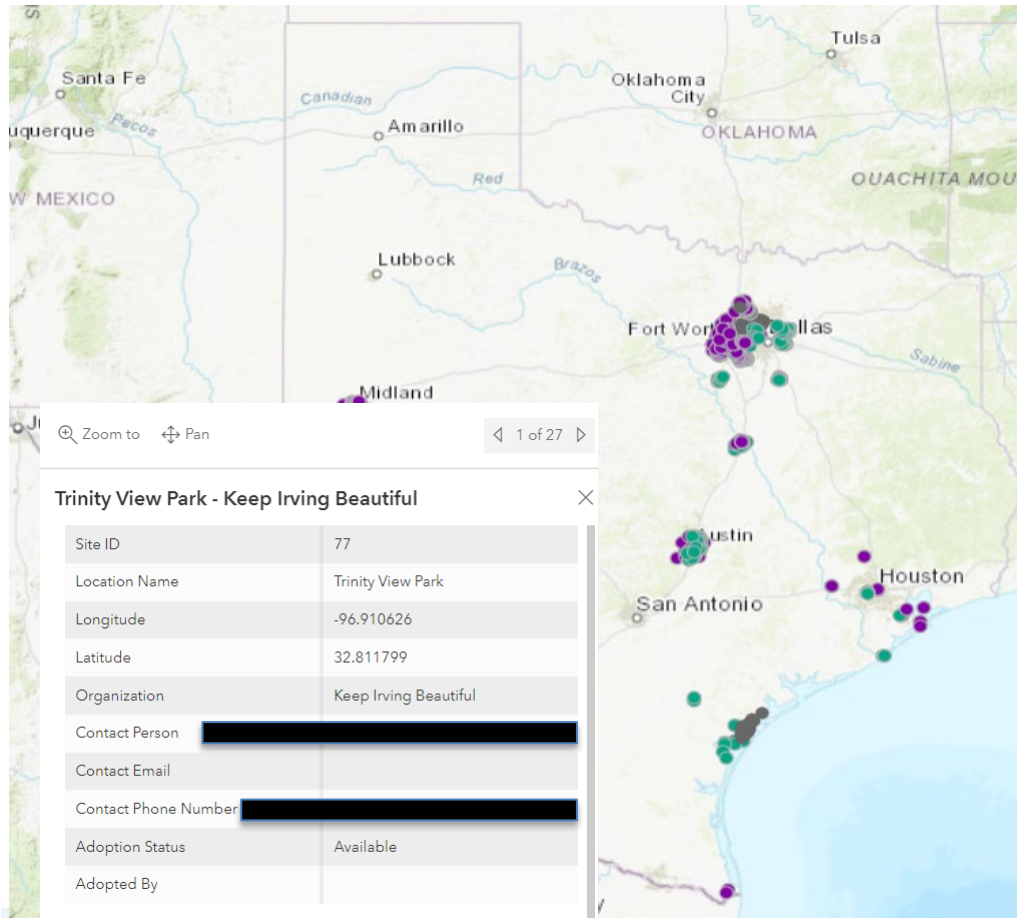
- A “one-stop shop” for volunteers looking for clean-up opportunities in their area as well as resources.
- [Texas Litter Database](#) is available for all volunteers to input or review litter data in Texas



Trash Free Texas Website

Trash Free Texas Adopt-A-Spot Map

The Trash Free Texas map is an interactive map that displays litter cleanup locations and general information on the site.



Trash Free Texas

Adoption Status

- Adopted
- Available
- Contact for Status

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

What the Trash Free Texas Website Does



**ADOPT
OUR SPOTS**
at TrashFreeTexas.org

Connecting People to
Places that Need to be
Cleaned

**TRASH
FREE
TEXAS**

City of Fort Worth, Texas Parks & Wildlife, Esri, HERE, Gar... esri

Find a Cleanup Site Near You Today!

- Maintains Adopt-a-Spot Map
- Connects volunteers to litter cleanup opportunities
- Provides resources to promote website

Become a Trash Free Texas partner at:

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

Trash Free Texas Resources for Promotion

**BE A PART OF
THE SOLUTION**

GET INVOLVED TODAY!

**TRASH
FREE
TEXAS**



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

GET INVOLVED TODAY!

**TRASH
FREE
TEXAS**

**TRASH
FREE
TEXAS**

**PROUD
PARTNER**

LEARN MORE AT
TRASHFREETEXAS.ORG

What the Trash Free Texas Website Does NOT Do



- Get involved in any way in the design or implementation of your litter program
- Coordinate with your volunteers
- That's all you!



“But, I can’t add my sites to the map because.....”

(1 of 2)

- “I’ve never identified cleanup sites in my community before.”
 - Internal conversations about trouble spots, stormwater collection areas, park beautification.
- “My entity already has an Adopt-a-Spot website.”
 - That’s great! Just add one site on the map with a link to your website and map.



“But, I can’t add my sites to the map because.....”

(2 of 2)

- “I have segments, like a riverway or roadway, not single sites.”
 - Add your sites as a single spot, and then include information for the pop-up description about how the location is a segment of waterway/land.
- “I don’t want to manage cleanup site adoptions because I host events instead, and/or I don’t want to update the status of the sites all the time.”
 - Choose the “Contact for Status” label for some or all sites.



Trash Free Texas Toolkits

Cleanup Challenge Toolkit

Local Governments Toolkit

Recreational Litter Cleanup Toolkit

Trash Free Texas Restaurant Program
Toolkits (2)

Already posted to
Trash Free Texas
website under
“Resources” [HERE](#).



ADOPT-A-SPOT RESOURCES

→ To be posted.



Trash Free Texas Resources

Empower Volunteers

- Volunteers can see the cleanup opportunities in one place.
- Volunteers have framework, ideas, and templates to complete their own cleanup events.
- Volunteers have access to the Texas Litter Database.

Reach New Audiences

- Communities can find out what others are doing, funding, etc. (Local Government Toolkit)
- Communities have framework and tools to reach out to recreational groups, i.e. paddling, walking, running groups
- Restaurant patrons

Plogging Event in Mansfield

- Rebecca Sales, Public Education Specialist
City of Mansfield



Trash Free Texas Restaurant Program Toolkits

Why Engage Restaurants to Reduce Litter?

- Together, communities and restaurants can help raise awareness and initiate behavior change
- Win-Win: Reduce costs and reduce litter
- Restaurants already implementing strategies have stated that strategies “help with overall customer experience.” – Sunhee’s Farm and Kitchen. Troy, New York; and Organic Crush Restaurant Group

Materials from Trash Free Texas Restaurant Toolkits

**Reduce single-use plastic to
protect our waters**



**City
logo**

**TRASH
FREE
TEXAS**



City
Logo

**TRASH
FREE
TEXAS**

**Reduce single-use plastic to
protect our wildlife**

MORE Materials from Trash Free Texas Restaurant Toolkits!



A TRASH FREE TEXAS STARTS HERE

TRASH FREE TEXAS

[Restaurant Name or Logo]

is reducing our single-use plastic waste to keep litter out of our community. You can help by skipping the straw, utensils or drink lids when you don't need them. If you need an item - don't worry, we have them available on request. Just make sure you properly dispose of the items.



TAKE A PAUSE ON PLASTIC

[Restaurant Name or Logo]

is reducing our single-use plastic waste to keep litter out of our community.

You can help by skipping the straw, utensils or drink lids when you don't really need them.

If you need an item - don't worry, we have them available on request. Just make sure you properly dispose of the items.

TRASH FREE TEXAS

EVEN More Materials from Trash Free Texas Restaurant Toolkits!



Next Steps: Piloting

- Currently working to pilot toolkits:
 - Recreational Litter Cleanup Toolkit
 - Trash Free Texas Restaurant Program Toolkits



- Piloting entities receive materials FREE OF CHARGE!
- Current status



What is expected of piloting participants?

- Outreach to residents on toolkit(s)
- Take a pre- and post- pilot survey
- Use resources provided and track where used
- If piloting restaurant toolkit resources, partnering with one or more restaurants who are willing to implement first-step strategies from toolkit



Trash Free Texas Restaurant Program Piloting

- What are the “first-step” strategies from toolkit?
 - Make plasticware or straws an option to customers instead of automatically providing
- What do strategies require?
 - Staff training
 - Possible changes to website
 - Displaying decals, flyers, etc. to educate patrons
 - Willingness to try something new!
- Can expand beyond these strategies, if desired, i.e. biodegradable items, reusables, etc.
- Case Study



Do You Want to Pilot Materials?

**Sign-up If You Want to be Contacted About Piloting
Trash Free Texas Recreational Toolkit or Trash Free
Texas Restaurant Program Toolkit**

<https://form.jotform.com/222985649809172>

(NCTCOG to reach out to you about materials.)

NORTH TEXAS



COMMUNITY CLEANUP CHALLENGE

- Engage communities in a competition-style cleanup to see which one can pick up the most trash per resident during a designated timeframe.
- Next Community Cleanup Challenge will be held **March 1 – May 31, 2023**
- Sign Your Community Up at:

www.communitycleanupchallenge.com

- NCTCOG Staff Contact: Crysta Guzman,
cguzman@nctcog.org



Image Sources: North Texas Community Cleanup Challenge Website,
www.communitycleanupchallenge.com, NCTCOG.



Mayors' Challenge

- Mayors' Challenges as part of North Texas Community Cleanup Challenge.
- A template proclamation can be found [here](#) (PDF) or feel free to draft your own!
- Please email your signed proclamation to NCTCOG staff at stormwater@nctcog.org by April 15, 2023.
- NCTCOG Staff Contact: Crysta Guzman, cguzman@nctcog.org

Where Can I Find Project Updates, Presentations, and Trash Free Texas Restaurant Program's Draft Toolkits?

NCTCOG Trash Free Waters Project Website

www.nctcog.org/trashfreewaters





Contact | Connect

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www nctcog.org/trashfreewaters

www h-gac.com/TrashFreeTexas

Trash Free Texas

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



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



<https://twitter.com/TrashFreeTexas>



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



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Trash Free Texas Website

