

# RECREATION AND LITTER CLEANUP ADVISORY GROUP

October 21, 2021



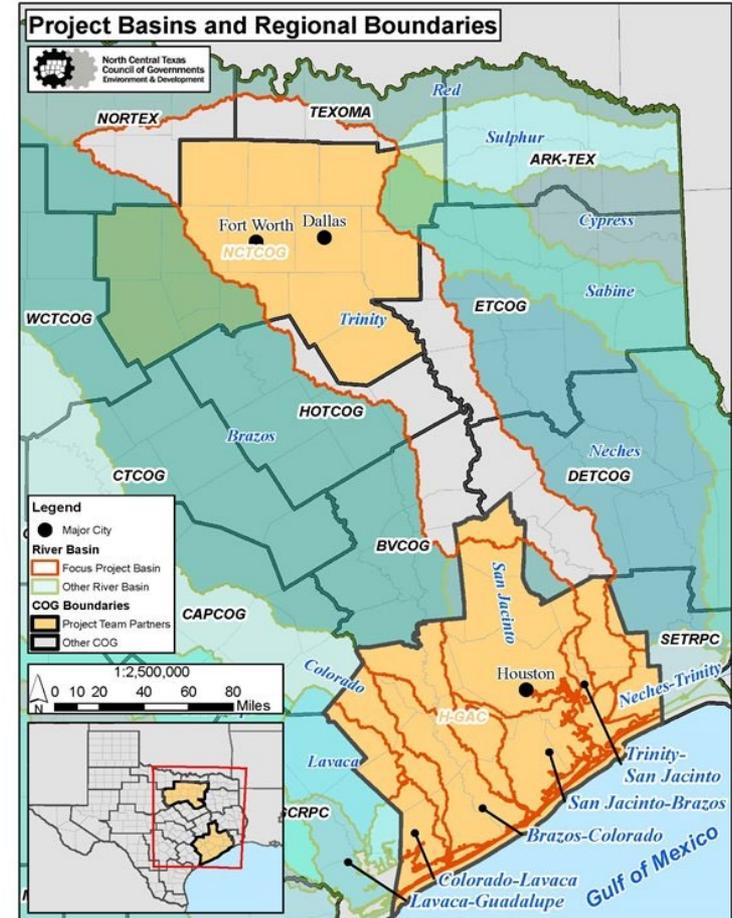
**TRASH  
FREE  
TEXAS**

# 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 (TFT) website statewide - [www.trashfreetexas.org](http://www.trashfreetexas.org)
  - Increase the Adopt-a-Spot cleanup locations on TFT from as many entities as possible
  - Publish a Local Government Trash Reduction and Educational Toolkit to TFT website
  - Develop a toolkit for new, engaging litter cleanup activities

# Recreation and Litter Cleanup Advisory Group

- Comprised of:
  - Local governments
  - Recreation groups (running clubs, cycling clubs, walking groups, paddling groups, etc.)
  - Volunteers/non-profits
- Tackling questions of:
  - How to collect litter while exercising
  - Safety issues/concerns
  - How can local governments promote/support these activities
- Goal is:
  - Develop best practices/guides and toolkits
  - Encourage a cleanup culture in Texas!
- Timeline:
  - Sept. 9<sup>th</sup>, Oct. 21<sup>st</sup>, and Nov. 18<sup>th</sup>

# Encouraging A Cleanup Culture

TRASH  
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TEXAS

## PLOGGING



Source: Creative Commons

## PLALKING



Source: Creative Commons

## PLIKING



Source: Xtracycle

# September Meeting Recap

- Digest of ideas and recommendations:

- Educational signage for plogging “waste stations” at city parks.
- Increasing the number of locations for proper disposal of litter and trash in public 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.
- 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.



# Project Outcomes

- 1) Create template educational signage for plogging “waste stations” at city parks.
  - Ideal signage size?
  - Location and quantity?
  - Preferred language needs?



# Project Outcomes

## 2) Plogging Toolkit:

- Marking campaign materials to promote plogging, plalking, pliking, & pladling
- PSAs
  - Video, Radio, Print, Social Media?
- Social Media Templates
  - What platforms are most used (Facebook, Instagram, etc.)?
  - Images w/ text, images w/out text, sample language?
- Example tip sheet/checklist for organized events
  - Suggested supplies



# Project Outcomes

## 3) Programs or campaigns to encourage plogging, plalking, pliking, pladling.

- How can we integrate plogging et. al. into events that are already happening?
  - At cities or with running, hiking, cycling and paddling groups
- Upcoming Opportunities:
  - North Texas Community Cleanup Challenge & H-GAC's Trash Bash
  - National Walking Week (April 1-7, 2022)
  - Great American Cleanup (May focuses on parks & trails)
  - Keep America Beautiful – Annual Trash Dash (September)

# Resources

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

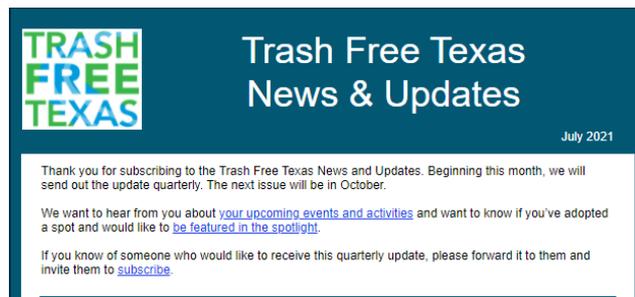
Subscribe to the Trash Free Waters: North Central Texas Newsletter – [here](#)

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



May 2021

**Trash Free Waters: North Central Texas Newsletter**





## Next Meeting

- **Date:** Thursday, November 18<sup>th</sup> (11:30 am – 12:30 pm)
- **Objective:** Present drafts of materials and seek feedback from group. Identify any edits or corrections to be made prior to finalizing the materials.

# Contact

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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!**