



OPTIONS TO ADDRESS LITTER IN CHATHAM COUNTY

WHY DO WE NEED TO ADDRESS LITTER?



Photo Credits: <http://www.ncdps.gov/es/DPS-Services/Crime-Prevention/Litter-Free-NC/Litter-Facts>

CURRENT EFFORTS TO ADDRESS LITTER

- Community Service
- Support area clean up efforts
- Provide outreach about programs



Photo: <https://www.nconsumer.org/news-articles/volunteers-from-across-nc-prepare-for-2016-spring-litter-sweep.html>

OPTIONS TO ADDRESS LITTER

Option 1:
Organize and
conduct roadway
clean-up events

ORGANIZE AND CONDUCT CLEAN-UPS

How often are clean-ups conducted?

Daily	Weekly	Monthly	Quarterly	Semi-Annually	Annually	As Needed or Reported	Prior to Mowing	Other
4	7	9	10	13	2	6	3	3

Who coordinates the clean-ups?

Public Works	Solid Waste	Clerk, Council, or Manager	Town Staff	Sheriff or Police	Local Group	KAB	Other
10	12	9	11	7	6	4	2

ORGANIZE AND CONDUCT CLEAN-UPS

Who is conducting the clean-ups?

Staff	Volunteers	Staff and Volunteers	Inmates	Community Service	Contractor
23	12	14	11	3	3

- Staff: either as part of job duties or as volunteers.
- Volunteers: recruiting volunteers or supplying materials to volunteers to conduct their own clean-ups.
- Inmates: not a dependable option for Chatham County.
- Community Service: Chatham County is currently utilizing.
- Contractors: paid to clean-up specific roadways on a certain frequency.

ORGANIZE AND CONDUCT CLEAN-UPS

How much funding is involved in the clean-up efforts?

\$500 or less	\$1000-\$5000	\$10,000-\$20,000	\$25,000-\$50,000	\$80,000 or more	\$200,000	N/A
3	3	3	2	3	1	33

What is the source of the funding?

General Fund	Enterprise Fund/Budget	Tax	Other	N/A
9	15	1	3	32

OPTIONS TO ADDRESS LITTER

Option 2:
Increase outreach
and education
efforts


OUTREACH AND EDUCATION

- 17 respondents have staff that conduct outreach/education at various levels
 - 12 full-time staff
 - 3 part-time staff
- 8 municipalities have an outreach program that focus specifically on litter

What is the annual budget for the litter program?


\$500 or less	\$1500-\$3000	\$5,000	\$45,000-\$65,000	\$80,000-\$100,000	\$200,000	Unsure
2	5	2	2	3	1	2

OUTREACH AND EDUCATION



GET INVOLVED PLEDGE FOR SWAG CLEANUP

LITTER CLEANUP KIT ABOUT US CONTACT



Have you heard the term “86it”? Its origins are debatable, but to us it means, “to get rid of something; to throw it out.” We like it because it’s a cool way of asking someone to throw something away. Join us on our mission to end littering behavior and create a sense of community pride. Pledge to be an 86er and help us keep the momentum going!

OUTREACH AND EDUCATION

86it Anti-Litter Campaign Budget Expenditures from 2010 to 2014	Total Expenses
Concept development and strategic direction, creative services, surveying, web site creation and hosting, event sponsorship, commercial development and promotions	\$336,000
Advertising, including broadcast television, billboard, print, web and social media	\$224,000
Supplies and equipment, including litter kit supplies, litter bags, display materials and other promotional items such as magnets, sticker, t-shirts, etc.	\$63,500
Total Cost to Date (2010-2014)	\$623, 500

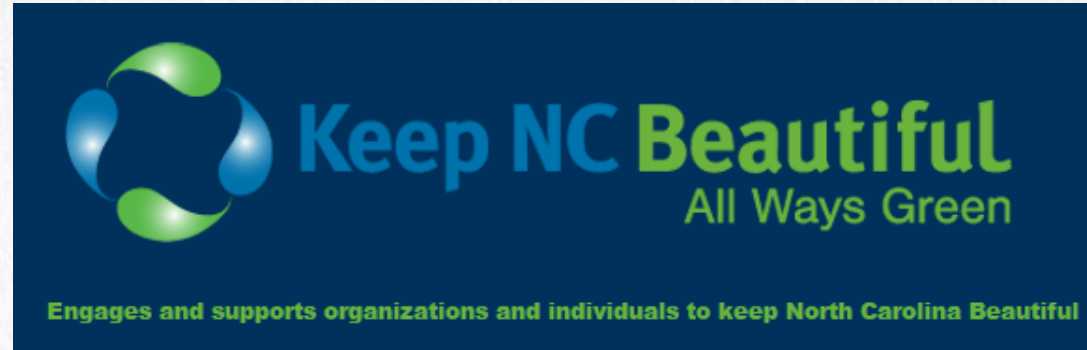
Average annual cost: \$155,875

Average annual cost per household: \$0.39

OPTIONS TO ADDRESS LITTER

Option 3:
Become a Keep
America Beautiful
affiliate

KEEP AMERICA BEAUTIFUL



Mission: inspire and educate people to take action every day to improve and beautify their community environment.

KEEP AMERICA BEAUTIFUL

- Process to become an affiliate:
 - Need an executive director.
 - Need to have a Board of Directors.
 - Create by-laws.
 - Complete the affiliate application.
- One-time population-based fee
 - \$4000.00 for Chatham
- Annual population-based fee
 - \$250.00 for Chatham

Option 4:
Participate in NC
Department of
Transportation
programs

OPTIONS TO ADDRESS LITTER

NC DOT ADOPT-A-HIGHWAY

- Adopt the roadway for four years.
- Four clean-ups are required per year.
- Must adopt a minimum of 2 miles.
- No fee associated.
- DOT will supply vests, gloves, and bags.
- DOT provides two signs with the name of the adoptee.



NC DOT LITTER SWEEP



- Statewide roadside litter removal initiative.
- Clean-ups twice a year.
- Sign up to clean a roadway.
- DOT provides vests, gloves, and bags.

Direction needed:

- 1) Organize and conduct roadway clean-up events.
- 2) Increase outreach and education efforts.
- 3) Become a Keep America Beautiful affiliate.
- 4) Participate in NC DOT programs.

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