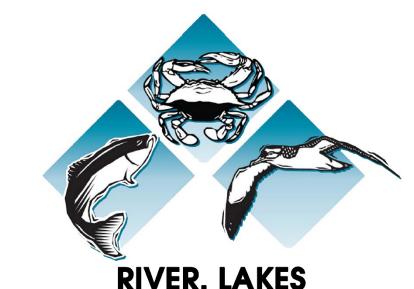
2021 River, Lakes, Bays, and Bayous Trash Bash

Final Report



RIVER, LAKES BAYS 'N BAYOUS TRASH BASH®

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Abbrevia	ations	
C&E	Community and Environmental Planning	
EPA	U.S. Environmental Protection Agency	
GBEP	Galveston Bay Estuary Program	
H-GAC	Houston-Galveston Area Council	
TCEQ	Texas Commission on Environmental Quality	
TEKS	Texas Essential Knowledge and Skills	
Trash Bash®	River, Lakes, Bays 'N Bayous Trash Bash®	
PSA	Public Service Announcement	
QR	Quick Response	
RC	Regional Coordinator	
SC	Site Coordinator	

Executive Summary

Texas's largest, single-day, volunteer-based waterway cleanup event—River, Lakes, Bays 'N Bayous Trash Bash® (Trash Bash®)—celebrated its 27th cleanup event over four days between March 25–28, 2021.

The mission of Trash Bash® is to promote environmental stewardship of our watersheds through public outreach while utilizing hands-on educational tools and by developing partnerships between environmental, governmental, and private organizations.

To avoid cancelling the event for a second year amidst the ongoing COVID-19 pandemic, the Texas Conservation Fund decided to re-imagine the 2021 cleanup as a virtual "Backyard to Bay" event. Participants held personal litter cleanups in their neighborhoods and self-reported the data via an online reporting form and had access to online educational videos and activities put together for the virtual event. The volume of trash collected during the virtual event was limited as volunteers were largely cleaning their neighborhoods and were responsible for disposing of the trash themselves. Results from 2021 and cumulative results from all cleanups are available in Table 1. More detailed results are available in Table 3, in Appendix A: Trash Bash® Results.

The Texas Conservation Fund hopes to welcome volunteers back to in-person cleanups at the normal event locations in 2022, if the public health situation permits.

Results	1994-2021	2021
Volunteers	114,476	765
Tons of Trash	2,336.5	5.5
Tons of Recycling	20.25	0.15
Discarded Tires	11,629	51
Shoreline Miles	1,758.4	N/A

Table 1. Trash Bash® cumulative and 2021 results.

Introduction

Since 1994, The River, Lakes, Bays 'N Bayous Trash Bash® has worked to create a dynamic event that not only involves local communities in volunteer litter cleanups, but also engages them through educational activities promoting behaviors that can reduce nonpoint sources of pollution. Trash Bash® continues adapting and expanding its impact on participants, and although the COVID-19 pandemic continued to present

new challenges, the 2021 event was no exception. When switching to a virtual event to protect volunteers, Trash Bash® committed to continuing the event's educational element by developing a webpage with partner videos on topics usually covered in interactive exhibits and educational activities that highlighted the participant connection to Galveston Bay.

Project Significance and Background

Each year, Trash Bash® supports all four priority areas of the Galveston Bay Estuary Program (GBEP) as outlined in the U.S. Environmental Protection Agency (EPA) and Texas Commission on Environmental Quality (TCEQ)-approved *The Galveston Bay Plan, 2nd Edition*:

- Ensuring safe human and aquatic life use
 - o NPS-1 Support watershed-based plan implementation
 - NPS-2 Support nonpoint source education and outreach campaigns
 - o PS-1 Support stormwater education programs
- Protecting and sustaining living resources
 - o HC-3 Enhance existing habitats to increase overall function and productivity
- Engaging communities
 - SPO-1 Develop new and support existing stewardship programs and volunteer opportunities for stakeholders
 - SPO-2 Support and promote events that facilitate stakeholder and partner involvement
 - SPO-3 Develop new and support existing programs that change behaviors and attitudes with a focus on adult education
- Informing science-based decision making
 - ACS-2 Provide access to data

In addition to supporting priorities of *The Galveston Bay Plan, 2nd Edition*, Trash Bash® receives community support from residents, civic groups, nonprofits, industry, and local governments whose members make up the annual volunteers, sponsors, and steering committee. All these groups help to make the event a success, reflected by the 30 local, regional, and state level awards Trash Bash® has been honored with over its history.

Project Methodology

Coordination

The Texas Conservation Fund and Gulf Coast Authority manages Trash Bash®. A regional coordinator at the Houston-Galveston Area Council handles event logistics

and planning in conjunction with a volunteer-based steering committee which coordinates and runs each individual clean-up location.

Regional coordinator tasks include:

- Updating hotline and website
- Checking hotline and email
- Returning calls and emails
- Facilitating steering committee meetings
- Coordinating steering committee planning meetings, including agenda and meeting notes
- Communicating and coordinating with all vendors, site coordinators, and sponsors
- Acquiring quotes and ordering supplies
- Coordinating park and sound permits
- Ensuring event has event and transportation insurance
- Compiling and distributing supply allocation lists
- Following up with coordinators to ensure correct number of supplies
- Updating postcard and email mailing lists
- Sending out email updates to volunteers
- Compiling event results
- Performing storage unit inventory

The steering committee is comprised of site coordinators and other interested individuals. Appendices B and C contain documentation of roles, responsibilities, and reporting functions of the regional coordinator, site coordinators, and committee. Not all responsibilities were necessary for the 2021 virtual event, but the steering committee and site coordinators were still instrumental in planning and implementing the event. Coordinators meet twice in the fall and monthly in January, February, and March. Meeting agendas (Appendix D: Steering Committee Meeting Agendas) illustrate the various topics discussed at the planning meetings, except for the February 2021 meeting that was cancelled due to Winter Storm Uri.

The regional coordinator supports a full <u>Trash Bash® website</u>¹, social media posting, and a web-based, password-protected planning tool used by site coordinators to plan for the needs of individual sites and effectively communicate that information to the regional coordinator.

To have a better idea of potential volunteers for the 2021 virtual event, a digital registration process was implemented, with an event information packet provided upon registration (Appendix E: Virtual Trash Bash® Backyard to Bay Information

¹ http://www.trashbash.org

Packet). A Trash Bash® Hotline phone number and email address are also available for responding to questions from potential volunteers.

Trash Bash® normally provides trash bags, gloves, garbage pickers, safety equipment, lunch, and a commemorative t-shirt for all volunteers, and scouts can earn a patch for volunteering at the event. However, due to the limitations of the virtual event, no supplies, t-shirts, food, or patches were provided in 2021. Instead, Trash Bash® 2021's information packet utilized quick response (QR) codes, hashtags, and a digital participation "badge" to encourage participation.

The Texas Conservation Fund usually holds an appreciation luncheon for site coordinators and sponsors, but that event was also cancelled in 2020 and 2021 due to COVID-19.

Promotion

A variety of tools are used to promote the Trash Bash® event.

Save the date postcards are normally printed and distributed in English and Spanish to approximately 15,000 individuals who signed up for event notification, with an additional 5,000 printed for site coordinators to use to promote their local sites. This year, the postcards were mailed out, but the additional 5,000 postcards were reduced to about 200 in English-only as in-person distribution was limited by COVID-19.

An e-newsletter is sent to about 1,000 contacts, and additional interested individual email addresses are continually added to decrease the number of traditional mailings. Email promotions are also sent to cycling/running clubs, school districts, and other interested groups. Trash Bash® is promoted in a variety of newsletters at the Houston-Galveston Area Council and with other regional organizations.

Fifty postings were made to the <u>Trash Bash® Facebook page</u>² with information about trash and litter, partner projects, and the event. Facebook followers increased by 17% during the 2021 event cycle.

Appendix F: Trash Bash® 2021 Communications Plan contains more information about communications and publicity.

Funding Overview

Trash Bash® is managed by the Texas Conservation Fund, a 501(c)(3) organization, with additional guidance and management leadership from its steering committee, the Gulf Coast Authority, and the Houston-Galveston Area Council.

² https://www.facebook.com/TrashBash/

The event is funded through a variety of sources, including:

- TCEQ Supplemental Environmental Project funds
- Funding through GBEP
- Private and corporate sponsorships

Several sponsorship levels and benefits for being a Trash Bash® partner are offered, allowing sponsors to make a significant and positive impact on Texas waterways. Partner benefits usually include recognition on the website, posters, thank you banners, and t-shirts, but in 2021 website recognition was the only option because the other promotional items weren't utilized.

Starting with the 2019 event, an online donation button was added to the Trash Bash® website that allows corporate sponsors to donate via credit card and individuals to donate directly to the event in amounts from \$0–100, or more.

Before the 2020 event had to be cancelled, sponsors (including GBEP) generously committed to supporting Trash Bash® with both cash and in-kind donations. The donations were slated to support the event the same way as in the previous year.

- In-kind services provided waste containers and disposal, portalets and hand washing stations, and bottled water for volunteers.
- Cash donations funded printing costs, a portion of the supply and safety item costs, lunch for volunteers, commemorative t-shirts and patches, door prizes, and a portion of support for the regional coordinator position with GBEP grant funding.
- Donations to Trash Bash® provided buses to some sites to safely transport volunteers to satellite/remote cleanup locations.

In 2020, 16 sponsors donated \$5,000 or more in cash or in-kind donations, six donated at least \$2,500, 28 donated at least \$1000, and 13 donated less than \$1,000. Total cash and in-kind donations exceeded \$136,000. When the event was cancelled sponsors were offered a refund or to apply their sponsorship toward Trash Bash® 2021. Most sponsors chose to sponsor Trash Bash® 2021, so the 2021 sponsor list was largely the same, though two more sponsors donated at the platinum level of \$5,000 or more. Donations were largely used to support the regional coordination needs of transitioning to a virtual event and creating the educational webpage, with remaining amounts being held in reserve to help transition back to in-person events in the future.

Project Results

Contract Task Requirements

Project Task 1: Project Administration

The Houston-Galveston Area Council administered, coordinated, and monitored all work performed under this project including technical and financial supervision and preparation of status reports.

- Submission of reimbursement requests.
- Amendment to extend contract period due to ongoing COVID-related issues.
- Communicate with project manager at the GBEP for approvals and issues.

Project Task 2: Coordination of the 2021 Trash Bash® Cycle

Houston-Galveston Area Council staff administered, coordinated, and executed the annual Trash Bash® event.

- The Houston-Galveston Area Council convened meetings as necessary to coordinate stakeholder involvement and execute the virtual 2021 event. Meetings were held in September, November, January, and March. The February meeting was cancelled due to Winter Storm Uri which caused widespread freezing and damage across the region. All meetings were held via an online video conferencing system (GoToWebinars and Zoom).
- The Houston-Galveston Area Council provided a description of coordinator duties and provided steering committee agenda and minutes (Appendices B, C, and D). A regional coordination timeline is also produced for normal events but was not created in 2021 due to the fluid timeline resulting from the decision to go virtual and the discussion of what the virtual event would entail.

Project Task 3: Printing, Laminating, Design, Production of Materials

The Houston-Galveston Area Council did not print, or laminate materials used for education for Trash Bash® 2021 due to remote work limitations and the virtual nature of the event.

- Educational efforts in 2021 were focused on the development of an educational page on the Trash Bash® website so participants could still learn how to be better stewards of the Galveston Bay watershed in the virtual conditions.
- Educational videos on nonpoint source pollution and litter topics were requested from partners and local organizations.
- Short educational activities that considered virtual learning constraints were created to support the videos.

Project Task 4: Final Report

The Houston-Galveston Area Council submitted a final report summarizing all educational activities, volunteers, successes and challenges, results for all sites, total amounts of funding used for printing and laminating, as well as the cost of the design and cost of the materials for the new displays and photos and other exhibits discussed in the report. The report was required to summarize and include text, and if applicable, appendices. The report was submitted to the TCEQ project manager and the EPA.

The reports are structured per the following outline:

- Title
- Table of Contents
- Executive Summary
- Introduction
- Project Significance and Background
- Methods
- Results and Observations
- Discussion
- Summary
- References
- Appendices

The draft final report is due 45 days prior to the end of the contract date, with the final report due no later than 15 days prior to the contract end date.

Trash Bash® 2021 Results

Trash Bash® 2021 hoped to resume in-person cleanups at 16 locations plus the satellite locations that increase the amount of trash collected and the number of shoreline miles cleaned. However, due to the ongoing COVID-19 public health concerns in the region, the Texas Conservation Fund decided in October 2020 to switch to a virtual event rather than risk cancelling the entire event for the second year in a row.

The virtual event allowed participants to hold "Backyard to Bay" personal cleanups in their neighborhoods – highlighting the watershed connection to Galveston Bay while allowing for social distancing of small groups and families. However, since the cleanups were not held at Trash Bash® sponsored locations with concentrated dumpsters or bag collection sites, result data relied on self-reporting by participants through an online reporting form.

Self-reported participant results for 2021 are included in Table 2. It is worth noting that the number of registrants was greater than the number who reported, so there is a possibility that more trash was removed during the event than was reported. Event results since 1994 are found in Appendix A: Trash Bash® Results. Although

self-reported volunteers and trash removed were lower in 2021, the downward trend in total trash collected between 1994-2019 still serves as evidence that the cleanup is effective. When the 28th cleanup occurs in 2022 a continuation of this trend is expected.

Table 2. Trash Bash® 2021 self-reported results.

Registrants	Reported	Trash Removed	Recycling	Tires Removed
	Volunteers	(lbs)	Sorted (lbs)	or Reported
1,565	765	11,057	300	51

In addition to the litter cleanup, an educational webpage with videos and activities replaced the normal educational exhibits for the 2021 virtual event. In the 10 days between when the educational videos were posted and the online reporting form was deactivated, there were 975 unique visits to the Trash Bash® website. In 2022, the Texas Conservation Fund hopes to resume in person cleanups with the developed educational exhibits. Information on the educational videos and activities is available in Appendix G: Educational Videos and Activities, and illustrations of all previously developed educational items are found in Appendix H: Previously Developed Educational Materials

Printed and laminated materials created using GBEP funding from 2015 through 2019 include:

Pitch the Poop: Illustrates the effects of bacteria and nutrient pollution from pet waste through improper disposal. Accompanied by infographic poster, pledge poster, and pet waste bag dispenser giveaways for pet owners.

Defeat the Grease Monster: Illustrates the effects of improper disposal of fats, oils, and grease, resulting in clogged pipes and sanitary sewer overflows. Accompanied by a best management practices poster and pledge poster.

When It Rains, It Drains: Illustrates the advantages of low impact development for controlling stormwater quantity and quality. Accompanied by a poster that illustrates the concept of stormwater and a pledge poster.

Fish Me from the Watershed: Illustrates common littered items found in waterways and encourages participants to consider the possible disposal options available for each item; including the landfill, recycling (several options), reducing use, or reusing the items.

Educational Display Posters: Two posters are created for each educational exhibit or game: a 24x36" infographic style poster to help with education about the game topic and an 18x24" pledge poster for participants to review what they have learned and

pledge to change a behavior going forward. The infographic posters for three games are available in Spanish and Vietnamese.

Trifold Display Posters: A set of three posters (1) the journey of trash (2) what you can do to prevent water pollution (list coincides with the subjects of the four games), and (3) a map of watersheds within the Galveston Bay watershed used to help volunteers connect and build a positive relationship with the waterway closest to their home.

Marine Debris Biodegradation Timeline: Illustrates the breakdown life of common trash items. This poster (shown below) is used by all sites to supplement interactive educational games and other educational materials.

Stormwater Quality Trifold Brochure: Explains the concept of stormwater, how it can become polluted, and offers ways to reduce stormwater pollution, at home, in the yard, and around town. Also available in Spanish and Vietnamese.

Trash Bash® Promotional Rack Card: This undated card highlights the features of Trash Bash® and drives traffic to the website for site selection, volunteer information, and more.

Best Management Practices Giveaway Items: All sites receive pet waste bag leash dispensers and Earth911.com recycling refrigerator magnets. Sites serving Galveston, Chambers, and Brazoria counties receive fat scrapers and cooking oil funnels, compliments of the Houston-Galveston Area Council Coastal Communities Water Quality Outreach project. Providing tools that correspond with the exhibits/games helps to promote behavior changes.

Discussion

Accomplishments

After making the decision to switch to a virtual format in October 2020 to protect the health and safety of volunteers amidst the ongoing COVID-19 pandemic, the Houston-Galveston Area Council, Texas Conservation Fund, and the Trash Bash® Steering Committee were able to plan and implement a re-imagined event in just five months. While participation did not reach the levels of normal in-person cleanups, 765 registrants (49%) marked they had never attended a Trash Bash® event before, indicating new audiences may have been reached. Whether or not these registrants participated and reported trash cleanups in 2021, they are now aware of Trash Bash® and might participate in the future at a current site or possibly help identify or coordinate new sites.

Opportunities to Improve

Planning for an in-person event in 2022 will include potentially engaging the Greens Bayou Coalition, cities of Pearland and Friendswood along Clear Creek, and evaluating

the need for existing sites where either trash or attendance is declining. The biggest challenge for new sites is always the initial donation, but the "Backyard to Bay" format of the 2021 event highlighted that more communities in the Galveston Bay watershed have residents interested in litter cleanups if sites, coordinators, and sponsors can be identified.

In addition, a return to in-person events will mean a return to the interactive educational exhibits. While the addition of the extensive suite of educational games/exhibits has made the educational portion of the Trash Bash® mission statement more impactful in terms of public education and outreach, it has also complicated site coordination by requiring additional tables, tents, and most importantly, trained volunteers. Although all the educational materials are made available to every Trash Bash® location, observations, photographic evidence, and comments make it obvious that not every site is putting the same effort into making the exhibit area functional and educational for volunteers.

The regional coordinator planned to work with the Bayou Preservation Association which proposed taking over responsibility for training and staffing the educational areas at some or all Trash Bash® locations as part of their watershed volunteer programs. A pilot program for a more in-depth training for volunteers at a few locations was originally planned for 2020 but ended up being postponed. Efforts toward this goal will continue into the next Trash Bash® planning season and will hopefully result in a pilot program at a few sites in 2022.

Summary

Despite a second year of COVID-19 related impacts on Trash Bash®, the decision to transition to a virtual "Backyard to Bay" cleanup event in 2021 prevented the need to completely cancel the event. Participation and litter removal numbers were not as large as the annual in-person cleanups, but the continued participation of key groups including industry sponsors and student and scouting groups is encouraging for the eventual return to in-person cleanups. Trash Bash® continues to be positively received and looked forward to by many in the Galveston Bay watershed, and when the public health situation permits, we expect to welcome back the thousands of volunteers who have previously helped to "Clean It Like You Mean It!"® each March.

The Trash Bash® Steering Committee sincerely appreciates the support of the GBEP. Without continued support, an event of this importance and magnitude would not be possible, and for that, we are extremely grateful. For additional information about the event, visit the Trash Bash® website.

Appendix A: Trash Bash® Results

Table 3. Cumulative Trash Bash® results 1994-2021.

		1		(tons)	(miles)
1994	4,685	150	N/A	N/A	N/A
1995	5,000	132	N/A	N/A	N/A
1996	4,500	148	N/A	N/A	N/A
1997	3,569	145	N/A	N/A	N/A
1998	3,092	97	N/A	N/A	N/A
1999	3,900	145	N/A	N/A	N/A
2000	5,125	172	1,349	N/A	N/A
2001	4,830	212.5	677	N/A	N/A
2002	4,495	100.2	318	N/A	N/A
2003	4,451	93.8	573	N/A	N/A
2004	4,451	74.41	553	N/A	N/A
2005	2,766	73.6	643	N/A	N/A
2006	4,417	55	788	N/A	N/A
2007	1,000	6	200	N/A	N/A
2008	4,471	42.5	643	0.7475	97.13
2009	4,678	107.5	636	0.343	79
2010	5,566	104	841	0.398	122.6
2011	6,722	69.61	636	2.7585	176
2012	6,274	30.73	474	3.56	158.8
2013	5,012	49.3	483	2.91	167
2014	4,622	37.6	369	1.43	157
2015	4,384	37.4	434	1.31	162
2016	4,578	53.9	518	1.41	177
2017	3,242	51.9	574	1.46	150.1

Year	Volunteers	Trash (tons)	Tires	Recycled (tons)	Shoreline (miles)
2018	3,591	85.5	356	0.94	158.5
2019	4,290	56.5	513	2.8	158.3
2020	Canceled	Canceled	Canceled	Canceled	Canceled
2021	765	5.5	51	0.15	N/A
Total	114,476	2,336.5	11,629	20.25	1,758.4

Attendance in 2007 and 2017 was affected by rain. Armand Bayou waterfront sites in 2019 were limited due to the ITC fire. The 2020 cleanup was cancelled due to the COVID-19 pandemic. In 2021, due to the ongoing pandemic, the Trash Bash® went virtual in a "Backyard to Bay" event with personal cleanups.

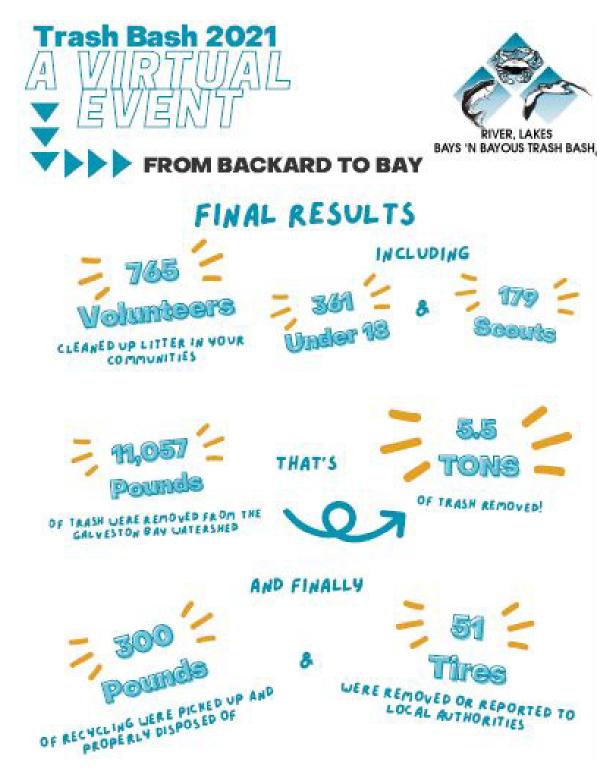


Figure 1. 2021 Trash Bash® results graphic posted as a PDF on the Trash Bash® website.

Appendix B: Regional Coordinator Responsibilities

Regional Coordinator Responsibilities and Tasks

For Trash Bash® to grow and prosper, consistent and responsive administrative and organizational support is vital. The Texas Conservation Fund (TCF) manages and funds the overall event. Gulf Coast Authority and Houston-Galveston Area Council (H-GAC) staff provide the "backbone" of leadership, financial management, and daily administration for the event. An all-volunteer steering committee is made up of 40+ volunteers who provide approval for decisions and are responsible for planning and running the individual cleanup sites. Supporting the personnel costs of the H-GAC regional coordinator for Trash Bash® ensures continuity throughout the process and consistency in planning and execution from year to year. Trash Bash® planning is a year-round process and requires ongoing planning, maintenance, and attention every month.

The H-GAC regional coordinator handles a wide variety of tasks (percentages indicate a breakdown of time required for each category):

Working with Site Coordinators: 15%

- Answering questions via email and phone
- Forwarding appropriate materials (including by not limited to food delivery/pickup schedules, event updates, and allocation lists)

Working with Vendors/Supplies: 20%

- Ordering food, drinks, ice, print approvals, etc.
- Researching new vendors
- Submitting quotes and work orders

Miscellaneous Administrative duties: 20%

- Checking Trash Bash® email and hotline, returning calls and emails as necessary
- Updating database
- Modifying forms and letters
- Compiling event totals
- Preparing reports and updates

Sponsorship/Grants: 10%

- Researching applicable grants and sponsorships
- Following up on sponsorship requests
- Providing sponsors with updated event information including results, appreciation luncheon, pictures, etc.
- Completing grant and sponsorship requests

Inventory: 5%

- Conducting inventory at both H-GAC office and storage units
- Ordering, distributing, and receiving all event supplies including signage, tents, forms, etc.

Outreach, Public Relations, and Volunteer Relations: 15%

- Planning and executing a comprehensive communications plan
- Responding to corporate and private volunteer group questions via the hotline and email address
- Promotion of Trash Bash® (including T-shirt art contest)
- Submitting media requests to community papers, internet sites, social media, television and radio, and personal media contacts
- Planning and executing social media strategy
- Updating the Trash Bash® website

Planning/Meetings/Event Execution: 15%

- Conducting meetings w/site coordinators, project managers, and TCF Board President about event status and action items
- Executing Trash Bash® event
- Planning appreciation luncheon

The current regional coordinator is an H-GAC outreach coordinator, and additionally is responsible for designing, implementing, and updating educational/outreach materials used for Trash Bash®, many of which were printed using Galveston Bay Estuary Program grant funding. Part of this responsibility is to provide training and instructions for the use of the interactive exhibits and materials with the volunteers.

Appendix C: New Site Overview and Site Coordinator Manual

New or Satellite Site Overview

Steps to Join

Founded 25 years ago, this is the largest single-day waterway cleanup in the state of Texas and currently offers 16 sites for cleanup around the region. To be considered for Trash Bash®, you must:

- 1. Provide proof of at least \$5,000 in sponsorships for the site (this is an annual cost that covers bags, pickers, food, tents, etc.) by October 1.
- 2. Prepare a presentation for the Trash Bash® Steering Committee outlining the following:
 - a. Location: A map displaying the site for clean-up, along with a general feel for layout and parking. Any new sites must be a reasonable distance from existing sites. Satellite sites can be a bit closer but require additional coordination steps.
 - b. Permission: Indicate whether you've received permission from the landowner(s) of the potential site to access, use, and clean the property.
 - c. Coordinator: Identify the individual that will lead efforts, both building up to and during the event.
 - d. Site committee: Identify those individuals that will assist the site coordinator in making decisions, procuring goods, and fundraising.
 - e. Volunteers: Demonstrate how the site coordinator and committee will reach out to community members to encourage volunteerism
- 3. Present your site/presentation to the Trash Bash® Steering Committee during one of their monthly meetings.
- 4. After the presentation, excuse yourself while the group discusses the details and votes yes or no on the satellite site.

Major Responsibilities of the Site Coordinator

It is important to note that the time commitment associated with Trash Bash® can be significant and the responsibility should not be taken on lightly. The site coordinator for any site is responsible for:

- Attending monthly steering committee meetings.
- Creating and convening your site committee.
- Providing volunteer estimates, which are used to order t-shirts, food, collection materials, etc.
- Providing day-of leadership during the event, ensuring that all participants have signed safety waivers / registration forms, watched the safety video, etc.
- Fundraising (including anything outside of the initial \$5,000).

• Creating a site layout plan, securing any/all required permits required for use of the site, etc.

Get Involved

If you can't join Trash Bash® as a new site this year, there are still several ways you can become involved!

- Monetary & Material Donations This event is funded entirely by monetary and material donations. Material donations might include collection dumpster rental(s), printing / covering print costs for educational materials, etc.
 - With both monetary and material donations, you or your organization will be listed on our website and promotional materials as a sponsor for the dollar value equivalent of the items supplied. Learn more about sponsorships at the Trash Bash® website.
- Organize a Volunteer Group Promoting a sense of environmental responsibility is a great way to support Trash Bash®! Consider putting together a group of likeminded individuals to "Clean It Like You Mean It!"®
- Promote the Event on Social Media Help spread the word and encourage volunteers to come out by sharing our message on the Trash Bash® Facebook page, and the Houston-Galveston Area Council social media platforms.

Site Coordinator Manual

Trash Bash® Mission: To promote environmental stewardship of our watershed through public education by utilizing hands-on educational tools and by developing partnerships between environmental, governmental, and private organizations.

Site Coordinator Responsibilities

Expectations and requirements of a site coordinator (SC) are as follows:

- Establish a site committee comprised of volunteers that will assist in planning and will work at the site the day of the event to help ensure it runs smoothly. See Site Committee section.
- Be responsible for directing the site committee and managing all Trash Bash® activities and deliveries at the site.
- Attend all Trash Bash® monthly meetings. If a conflict arises, please send another site representative from the site committee.
- Solicit sponsors, both regional and local. If a SC secures a donation from a new sponsor who does not already donate to Trash Bash®, the first \$250 will be dedicated to that site to enhance their site budget. The balance will go into the Trash Bash® account to help fund regional expenses for the event.
- Provide site shipping address and contact information to regional coordinator (RC) for each item requiring shipment or delivery.
- Arrange to have photos taken at your site during the event and share them with the RC with final site report. Digital photos are the easiest to use and share.

- Poster distribution is the responsibility of the SC and site committee to gain local visibility for their site. The RC is responsible for sending posters to the regional sponsors.
- Publicity SCs and their committees are expected to seek publicity for the event at the local level. Always try to recognize the Trash Bash® website, total number of sites, and logo level sponsors in interviews about the event realizing the media has final editing power.
- Permits may be required for the use of parks, signs, food, and loudspeakers. While the RC may coordinate these permits, it is the responsibility of the SC to ensure their site has the correct permits.
- Insurance an event-wide insurance policy is secured each year which covers liability (damage) to the sites themselves. Please contact the RC for copy of policy certificate for your site. This is not liability coverage for volunteers. Therefore, it is imperative that all volunteers sign a liability waiver upon registration, so they understand this. We must maintain the signed document as a record, so all forms should be turned in to the RC after the event is over in an envelope labeled with site and event year. If volunteer is a minor, the form must be signed by legal guardian. Watercraft owners are responsible for their own liability insurance/safety.
- SCs should be continually monitoring the status of safety supplies (water, gloves, and vests if applicable) during registration so if supply amounts begin to significantly decline, efforts can be made to get additional supplies from other sites or storage units, or purchase from a store before the supplies are depleted. Volunteers are not allowed to participate in clean up without safety supplies. Buses and vans are provided based on necessity and available funding for some of the clean-up sites. This service must first be requested by the site and approved by RC. Buses should run back and forth to the drop off site continually during event. Bus driver instructions and route maps must be submitted to RC prior to event. SCs must arrange to have a knowledgeable person ride the bus route with the driver at least once at the start of the day and be stationed at the bus to instruct all volunteers about where they are going, where and when they will be picked up and to confirm that all volunteers have gloves, water and trash bags before allowed on bus.
- SCs are not authorized to in any way to bind the board members of the Texas Conservation Fund (TCF) or TCF itself.

Use of Trash Bash® Name and Logo

- SCs agree to safeguard the "River, Lakes, Bays 'N Bayous Trash Bash" and "Trash Bash" logo since both are trademarks of the event. If you learn of other groups using either name, please contact the RC with information.
- Use of logo should always be accompanied by the River, Lakes, Bays 'N Bayous Trash Bash® name as well as the registered trademark symbol. Do not distort logo shape or delete parts of logo.

• Any printed materials, either hard copy or mass emails, released in association with the Trash Bash® event must be approved by the regional coordinator and/or the Texas Conservation Fund board of directors before being printed and distributed.

Site Committee

Site committees are formed by each SC. Each site committee is responsible for the following:

- Pre-event management considerations.
 - o Mailing labels for save the date cards.
 - Scouts solicit and confirm participation in advance.
 - o Door prizes purchase and/or solicit door prizes.
 - Assembly and inventory of all supplies needed for the event in advance so if items are missing, you have time to get replacements.
- On-site overall equipment and management considerations
 - o Crowd control at the site during the event.
 - o Traffic and parking considerations and signage.
 - o Other signage needs.
 - o Educational projects/displays/activities.
 - o General information table at event.
 - Registration table where registration and liability forms are collected, and wrist bands are handed out.
 - o Table for gloves, trash bags, water, and safety vests and/or trash grabbers (if applicable) directly following registration.
- Trash and recycling.
 - Placement of recycling bins during event.
 - o Roll off bins give map with locations to RC and trash hauler.
 - Harris County sites only Harris County provides pickup of trash bags without dumpsters for Harris County sites but determine location for staging trash for pick up. Give map of location to RC.
- Hygiene and safety.
 - First Aid area with kit marked by sign that is visible and accessible to volunteers.
 - o Portalets number and location. Give needs and map to RC.
 - o Hand washing stations give needs and map for locations to RC.
- Food Delivery and/or pick-up will be a couple of days before the event. Provide short term refrigeration for hot dogs and up to one-week long storage for buns and chips.
 - How and where to cook hot dogs (and chili?)
 - o Who will cook & serve the food?

- Where will food be located once prepared including buns, hotdogs, ketchup, mustard, relish, cheese, chili, etc.
- o Who's purchasing condiments, drinks, etc. and from where?
- Food pickup and storage during the week before the event who, when and where?
- If there is leftover food, where to donate? We strongly support donating to those in need. Identify missions and shelters and their needs prior to event so food can be delivered same day.
- Who will be responsible for recycling items collected such as cans?
- Cardboard trash boxes with plastic liners for lunch trash how many will you need for your site? Give needs to RC.

Safety

Safety is our number one priority for volunteers.

- Registration gloves and water must be given to all volunteers before they can participate in cleanup. Orange safety vests must also be issued for volunteers working alongside a road. If the site runs out of any of these supplies, volunteers must wait until more supplies are available before being allowed to clean up trash.
- No adults or minors will be allowed to participate unless liability and registration form is filled out and signed by adult or legal guardian for minors.
- Volunteers younger than age 10 will not be allowed to clean along a roadside or on the banks of a flowing waterway.
- First Aid at a minimum each site is required to have a first aid station manned by individual(s) familiar with or knowledgeable about first aid including techniques for treating/dealing with cuts, abrasions, bites, stings, allergic reactions, heat stress, etc. and with the ability (cell phone) to call for ambulance, if needed. The location of this station must be identified by a sign so it's clearly visible to volunteers.
- Injury requiring medical attention is the responsibility of the person injured if an adult and of the guardian if injured person is a minor. Site coordinator should assist in calling 911 if requested to by the adult or in an emergency.
- Emergency Medical Services are not required but recommended if available on volunteer or in-kind basis. Many industries have this service on site and may volunteer the service for the event.
- In the case of a lost child, this child should be taken to SC or registration table and held until picked up by adult who accompanied child to event. Check ID and document if any question.
- Criterion for canceling Trash Bash® Trash Bash® is held rain or shine unless conditions deteriorate and become unsafe. Criteria for cancelling event and sending volunteers home are:
 - Lightning if lightning is observed during event, event must be cancelled
 - Hail if observed, send volunteers to immediate cover, i.e., pavilion, tents, buses, cars, etc. and monitor after passed for other unsafe conditions

- o Drenching rainfall cancel event as makes slopes slick and footing uncertain
- o Rising water cancel event if rising quickly and/or more rain is forecast
- o Other concerns that make conditions unsafe. If unsure, call RC.

Funding for Event

RC and the Texas Conservation Fund along with site coordinators raise money each year for the event. We have many longtime sponsors but also get new sponsors each year. The money raised covers the following budgets/expenses each year:

Site Budget – The Trash Bash® organization provides each site a budget to reimburse the site for entertainment and supplies that will enhance the event. The site budget can be used to pay for entertainment, door prizes, tables, chairs, tents OR for any other item/activity that has been pre-approved upon request from SC by the regional coordinator with approval from board. The SC must maintain all receipts for items/entertainment spent and submit a signed reimbursement request form with receipts and explanation to TCF president for reimbursement.

Event-wide Site Allocations – Outside of site budget. Some of these items are donated, some are paid for in advance by RC, others will be paid for with purchasing cards, and some should be paid for and reimbursed to SC or committee member. The funding of these items can change year to year. These items include:

- Safety:
 - Water (donated in-kind)
 - o Gloves (purchased by RC)
 - Safety Vests if cleaning along roads (purchased by RC)
 - o Trash Grabbers for those who request them (purchased by RC)
- Food and Drink Budget:
 - Hot dogs (purchased by RC)
 - o Buns (purchased by RC)
 - o Chips & Cookies (provided by RC)
 - o Condiments (purchased by gift card, or SC and reimbursed)
 - Sodas (purchased by gift card, or SC and reimbursed)
 - Ice (some provided by RC or purchased by SC and reimbursed)
 - Serving supplies (some provided by RC or purchased by SC and reimbursed)
- Misc. Supplies Budget (items purchased by regional coordinator):
 - Trash Bags
 - T-Shirts
 - Patches
 - Wristbands
 - o Signage
- Education Budget:

- Site specific projects must be approved by steering committee depending on merit and available funding
- Steering committee can vote to provide educational project/items to all sites.
- Trash Hauling and Disposal (purchased by RC)
- Tire Disposal (purchased by RC)

Waste Issues

- Some waste should not be collected by volunteers but marked and reported to site coordinator. Site coordinators should report the location of these items to the County Health Department for collection. These items include the following:
 - o Drums
 - o Containers leaking unknown contents
 - o Sharps
 - o Freon
 - Creosote
 - Weapons
 - o Suspicious looking items
- Tires must be staged separately and will be picked up by a tire recycler at one location per site after the cleanup. Tires must not be placed on the roll off boxes.
- Materials collected separately at event for recycling like drink cans, plastic bottles, etc. should be recycled by a member of the site committee after the event. The available recycling locations should be identified by the site committee in advance of the event.

Activities after the Event

- Send thank you notes or letters to site sponsors and site committee.
- Regional coordinator will send thank you notes and/or letters to regional sponsors.
- Identify additional preparations and lessons learned for next year's event and record.

Event Site Report

A site report should be compiled immediately after the event and submitted to the RC. The report should include:

- Attendance (number of volunteers)
- Amount of trash and tires collected contact your waste hauler for info
- Review of left-over supplies revise numbers accordingly next year
- Amounts of left-over food & ice where was it donated?
- Occurrence of first aid incidents Explain what happened and how it was handled.
- Critique What worked well at your site? What needs to be changed at your site?

Site Inventory and Return to Storage

- Inventory all equipment/items/supplies on loan from Trash Bash® organization and note any damage
- Identify amounts of supplies left over from this year's event that can be used next year (Gloves, trash bags, t-shirts, patches, wristbands, signage etc.)
- Provide inventory list to RC and identify which storage unit you are using or approved alternative storage location. If an item was damaged, report to RC as well.
- Return items to storage (as inventoried) clean and in good condition.

Appendix D: Steering Committee Meeting Agendas

Agenda

River, Lakes, Bays 'N Bayous Trash Bash® 2021 Steering Committee Meeting
Event Date: Saturday, March 27, 2021
Wednesday, September 23, 2020
Virtual/Online
10 to 11:30 a.m.
GoToWebinar

- 1. Welcome and Introductions
 - o Roll call and welcome to new members
- 2. Meeting Schedule, Contact Information, and Deadlines
 - o Site Coordinator page on Trash Bash® Website³
 - o Password: sitecoordinator2014
 - o Contact updates (including email and cell phone)

Table 4. Site coordinator tasks and deadlines.

Coordinators Tasks	Deadline Date
Site Map Information for Website	09/30
Waste Haulers Confirmed (trash/tires)	09/30
Allocation Forms	11/02
Trash/Portalet Maps	01/15
Transportation Maps	02/12
Site Report	04/09
Site Survey	04/09
FTP Photo Upload (link to be provided)	04/09
Inventory Squared	04/09

3. Virtual Event Discussion

- o Ideas for making Trash Bash® an engaging virtual event
- o Discuss coordinator and partner roles in a virtual event

³ http://www.trashbash.org/401/login.php?redirect=/site-coordinator.html

4. Site Discussion

o Existing site evaluations

5. Education

- o Review of all educational materials and instruction guide
- o Trainings for volunteers to run educational areas

6. Publicity

- New communication plan to be posted on site coordinator page after TCF board decision
- o Trademarks and language
- o Ideas for promotion (use of postcards, posters, social media, website, email)
- o Ideas for ways to increase attendance and reach new audiences

7. New Business

o Other new business as brought forth by committee members

Agenda

River, Lakes, Bays 'N Bayous Trash Bash® 2021 Steering Committee Meeting
Event Date: Saturday, March 27, 2021
Wednesday, November 18, 2020
Virtual/Online
10 to 11:30 a.m.
GoToWebinar

- 1. Welcome and Introductions
 - Roll call and welcome to new members
- 2. Meeting Schedule, Contact Information, and Deadlines
 - o Site Coordinator Page on Trash Bash® Website4
 - o Password: sitecoordinator2014
 - o Contact updates (including email and cell phone)
- 3. Event Schedule Discussion
 - Proposed schedule
 - Alternatives
 - Virtual engagement tools/strategies
 - o Discuss coordinator and partner roles in a virtual event
- 4. Educational Video List
 - o Video topics and lengths
 - Suggested videos or partner programs to contact
- 5. Virtual Engagement Tools/Strategies
 - Students and scouts
 - o Digital "badge"
 - Hashtags/event messaging
 - o Data collection
- 6. Publicity & Communications
 - Key audiences
 - Communication/advertising tools
 - Local community outreach
- 7. Partner Roles & Priority Tasks
- 8. New Business
 - o Other new business as brought forth by committee members

⁴ http://www.trashbash.org/401/login.php?redirect=/site-coordinator.html

Agenda

River, Lakes, Bays 'N Bayous Trash Bash® 2021 Steering Committee Meeting
Event Date: March 25 - 28, 2021
Wednesday, January 20, 2021
Virtual/Online
10 to 11:30 a.m.
GoToWebinar

- 1. Welcome and Introductions
 - o Roll call and welcome to new members
- 2. Meeting Schedule, Contact Information, and Deadlines
 - o Site Coordinator Page on Trash Bash® Website⁵
 - o Password: sitecoordinator2014
 - o Contact updates (including email and cell phone)
- 3. Event Schedule
 - Finalized schedule
- 4. Educational Video Update
 - Video topics recap
 - o Video sign-ups to-date
- 5. Virtual Engagement Tools/Strategies
 - Students and scouts update
 - o Digital "badge" update
 - Data collection update
- 6. Publicity & Communications
 - Communications update
 - Responses to-date
 - Local audiences
- 7. Partner Roles & Priority Tasks
 - Local community outreach efforts
 - Educational videos
- 8. New Business
 - o Other new business as brought forth by committee members

⁵ http://www.trashbash.org/401/login.php?redirect=/site-coordinator.html

Agenda

River, Lakes, Bays 'N Bayous Trash Bash® 2021 Steering Committee Meeting
Event Date: March 25 - 28, 2021
Wednesday, March 17, 2021
Virtual/Online
10 to 11:30 a.m.
Zoom

- 1. Welcome and Introductions
 - o Roll call and welcome to new members
- 2. Event Schedule
 - o Finalized schedule
- 3. Registration and Publicity Update
 - o Total registered to-date
 - Nature challenge
 - Site coordinator and sponsor efforts
- 4. Educational Video Update
 - o Preview website
 - Educational activities
- 5. Partner Roles during Trash Bash
 - o Publicity over next week
 - Share safety video
 - o Post participation during event can share Facebook graphics
 - o "Live" videos during event
- 6. New Business
 - o Other new business as brought forth by committee members

Appendix E: Virtual Trash Bash® Backyard to Bay Information Packet

The information packet depicted in Figure 2, Figure 3, Figure 4, Figure 5, and Figure 6 was posted to the Trash Bash® website and sent via email to everyone who registered for the event.



Figure 2. Virtual Trash Bash® Backyard to Bay information packet page 1.









Educational videos will be posted on Thursday, March 25, with follow-up activities for students related to the videos. Videos will stay up after posting for viewing on your schedule.

- The videos will highlight two topic areas: (1) watersheds and nonpoint source pollution, and (2) ways you can prevent litter from entering our waterways.
- Videos and related educational activities will be posted to www.TrashBash.org by 9:00am Thursday so students can access them during the school days.
- Applicable TEKS Knowledge and Skills for the educational videos and tasks will be listed on the Trash Bash website.





Use this QR code to get to the educational video webpage

LEARN MORE AT WWW.TRASHBASH.ORG

Figure 3. Virtual Trash Bash® Backyard to Bay information packet page 2.





From Backyard to Bay, trash travels into our waterways no matter where it originates. To stay safe in the time of COVID-19, find a local spot in need of a cleanup and spend a few hours removing litter with your family or a small group.

- Trash cleanups should take place between Friday, March 26 and Sunday, March 28, 2020. Examples of areas that might need to be cleaned include neighborhood parks, green spaces, and neighborhood streets and sidewalks that have ditches or storm drains.
- All trash collected should be placed into trash bags and taken back to your house for disposal in your trash can to be picked up with normal waste pick up services. Do NOT leave trash bags in parks or on the streets, they will not be picked up.
- A safety briefing will be posted live on Facebook on Friday, and our standard safety video is available online. Please be sure to watch one of the videos before starting your cleanup.



Figure 4. Virtual Trash Bash® Backyard to Bay information packet page 3.







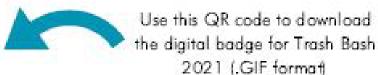
BACKYARD TO BAY



Although we cannot gather together as usual for our full traditional Trash Bash cleanup event, we can use social media to show the collective efforts made to keep our waterways clean. Key tools are included below.

- Please post any pictures of your family or group participating in the Trash Bash cleanup using #TrashBash2021 and #BackyardToBay
- Share a photo of any fun, unusual, or otherwise noteworthy items you find using the hastags above, or on the Facebook Live wrap-up video on Sunday afternoon at 3:00pm
- Download the digital Trash Bash 2021 badge and share it on your Facebook page. The badge (.GIF format) can be downlanded using the QR code below or from the website.





LEARN MORE AT

WWW.TRASHBASH.ORG

Figure 5. Virtual Trash Bash® Backyard to Bay information packet page 4.







FROM BACKYARD TO BAY

- Normally at the end of a Trash Bash cleanup we are able to calculate the amount of trash and recyclables picked up, and the miles of shoreline cleaned. You can digitally report your cleanup efforts to help us determine our impact this year.
 - Visit the Trash Bash website or use the QR code below to access the Data Reporting Form for Trash Bash 2021. The Data Reporting Form can be accessed from a computer, smart phone, or tablet.
 - Estimations from Keep Texas Beautiful on the weight of an average 15-gallon trash bag are included on the data reporting form to assist with reporting.
 - Everyone who submits a form by Sunday, March 28 at 8pm will be entered into a prize drawing. A volunteer hours certificate will be emailed to you after you submit the form.





Use this QR code to navigate to the trash reporting form on your phone or tablet

LEARN MORE AT WWW.TRASHBASH.ORG

Figure 6. Virtual Trash Bash® Backyard to Bay information packet page 5.

Appendix F: Trash Bash® 2021 Communications Plan

Rivers, Lakes, Bays 'N Bayous Trash Bash® - 2021 Communications Plan

The mission of the River, Lakes, Bays 'N Bayous Trash Bash® is to promote environmental stewardship of the Galveston Bay Watershed by removing litter and debris, utilizing hands-on educational tools, and developing partnerships between environmental, governmental, and private organizations.

To achieve that mission, it is vital that communication, using all the tools for promotion and publicity afforded to us, be ongoing with the diverse groups involved with planning, promotion, and participation.

Having a coordinated plan of communications (Table 5) will facilitate the success of the event on through the achievement of the following goals:

- 1. Increase sponsorships for both the general event and at individual sites.
- 2. Increase volunteer participation.
- 3. Increase shoreline miles cleaned and debris tonnage collected.
- 4. Increase education opportunities at each site.

Communications Tools

2021 tools might lean more heavily on the virtual elements as the event will be virtual and funding for printed resources might be limited. Standard communication tools include:

- 5. Print materials, including posters (11x17 standard size), flyers (no bigger than 8.5x11), and postcards (4x6) for mailing.
- 6. Create a 3-up rack card with educational information about Trash Bash® and its purpose for year-round use.
- 7. Electronic email blasts through Constant Contact distribution lists.
- 8. Creation of a Trash Bash® Newsletter and/or inclusion of items in other newsletters.
- 9. Social media tools, including Facebook, Twitter, Instagram. Posting and sharing of these items to partner pages and personal pages helps exponentially spread the word on social media.
- 10. Website.
- 11. Video and audio public service announcements.
- 12. Promotion by partner organizations.
- 13. Targeted press releases, media alerts, and targeted pitches.

- 14. Television, newspaper, magazine, and radio interviews.
- 15. Billboards, signage, and other publicly viewed items.
- 16. Word of mouth through presentations at churches, civic organizations, etc.

Funding Sources

- 1. General sponsorship monies.
- 2. SEP funding if available.
- 3. Alternative sources of funding for advertising.

Other

- 1. Please let us know when you get publicity, i.e., newspaper articles, blog posts, social media mentions, etc.
- 2. Anyone interested in helping with the communications push, please let us know.
- 3. We have a volunteer with extensive experience working with the media who will help us with our targeted media outreach in March.

Table 5. 2021 Trash Bash® Communications Plan schedule.

Month	Planned Communications
June	 Post new date to website and social media. Initial contact with potential new sites or satellites. Hashtag is #TrashBash2021 (#BackyardtoBay was added for virtual event).
July	 Save the date and a countdown post to Facebook. Article in H-GAC Community and Environmental Planning (C&E) newsletter (1600 subscribers).
August	 Save the date email blast to volunteers and sponsors (~25,000). Save the date post to Facebook. Article in H-GAC C&E newsletter. Article in Texas Stream Team newsletter (400 subscribers). Finalize design and print postcards (delayed due to virtual decision).
Sept.	 Article in H-GAC C&E newsletter. Save the date posts to social media. Sponsor packet materials available to site coordinators. Sponsor packet materials sent to sponsor lists. Postcards printed for distribution to site coordinators. Posted to Keep Texas Beautiful Calendar of Events (delayed until registration open)

⁶ https://www.ktb.org/get-involved/calendar-of-events?lang=en

Month	Planned Communications
Oct.	 Save the date posts to social media (in 48 hours, reached 529; 43 engagements and six shares). Save the date sent to email distribution list (delayed until registration open, sent to ~900 people, one-third opened the email in 48 hours). Save the date in H-GAC C&E Newsletter.
Nov.	 Postcards mailed to 15K on mailing list. Save the date posts to social media. Article in H-GAC C&E Newsletter. Article in Texas Stream Team newsletter. Add event to <u>Texas Master Naturalist calendar</u>⁷ Add event to the <u>Don't Trash a Good Thing website</u>⁸ (delayed until registration open).
Dec.	 Save the date posts to social media. Article in H-GAC C&E newsletter. Contact GreenSheet about advertising. Create Public Service Announcements (PSAs, audio and video versions) Reach out to partner organizations for articles in upcoming newsletters in Jan, Feb, and March.
Jan.	 Poster designed/ready for print upon receipt of final sponsor list. Contact Radio and TV stations (community, school, and government cable stations) for PSA play beginning in February. Save the date posts to social media. Save the date eblast #2 to email list. Article in H-GAC C&E Newsletter. Cut off sponsors on printed materials is Jan. 31. Email blast to science teachers. Email blast to governments. Email blast to running/cycling clubs. Email blast to school district communications groups.
Feb.	 Posters distributed to site coordinators and sponsors at Feb meeting. Save the date posts to social media. Article in H-GAC C&E newsletter. Article in Texas Stream Team newsletter.

TCEQ AS-366 36 July 2021

⁷ http://txmn.org/ ⁸ http://dontrashagoodthing.org

Month	Planned Communications
March	 Posters distributed in neighborhoods, schools, etc. by site teams by March 1. Event Press Release sent. Targeted emails sent for sites in Brazoria, Galveston counties. It will be posted on the H-GAC website and sent out via social media. Targeted media alerts and contacts for TV, radio, and print media for news and feature stories, interviews, and/or briefs will be sent out for distribution days to try to get some airtime prior to the event. Daily posts to social media, including #TBT posts each Thursday.
	 Early in the month, reach out to all our partner organizations for social media sharing, liking, posting. Article in H-GAC C&E Newsletter. T-shirt contest media release.
April	1. Gather results from site coordinators.
May	 Results story in H-GAC Community & Environmental newsletter and Texas Stream Team newsletter. Results posted on website, Facebook, H-GAC Regional Focus newsletter. Post wrap-up video to Website, Facebook, YouTube for appreciation luncheon. Certificates of appreciation to sponsors, committee. Results press release to targeted media.

Strikeout text indicates that items were not completed in 2021 due to the switch to a virtual event.

Copy for Newsletters

The 27th annual <u>River, Lakes, Bays 'N Bayous Trash Bash®</u>, Texas's largest single-day waterway cleanup, has been re-imagined into a virtual event for 2021 to protect the health of our volunteers and their families. Save the date for March 25-28, 2021, to join us from your own backyard!

Backyard to Bay

From Backyard to Bay, trash travels into our waterways no matter where it originates. During our Virtual Trash Bash® we are highlighting this #BackyardToBay connection and encouraging our volunteers to find a local spot in need of a cleanup and spend the morning or afternoon removing litter with their family or a small group. Even though we won't be gathering at our normal cleanup sites this year, you can still "Clean It Like You Mean It!"®

Learn to be a Steward of our Galveston Bay Watershed

Education has always been a big part of Trash Bash®, and this year is no different. Educational videos discussing watersheds, pollution, litter, and more will be posted with related activities starting Thursday, March 25, 2021, to highlight ways you can help keep our waterways clean all year long.

Share Your Impact

You can post photos of your cleanup to social media with #TrashBash2021 and #BackyardToBay so we can show the collective efforts of all our volunteers to keep our waterways clean. You can also digitally report on the trash you pick up so we can determine everyone's combined impact towards a cleaner Galveston Bay watershed.

Learn more and register at www.TrashBash.org

Materials Used for Publicity

Public Service Announcement (PSA): No PSA video was created in 2021

Trash Bash® Facebook Page9

Trash Bash® website10

Print Postcards (English)



Figure 7. 2021 Trash Bash® print postcards.

Print Postcards (Spanish)

Not available for the 2021 virtual event

Eblast: Sponsors, Volunteer, Combo

Not available for the 2021 virtual event

⁹ https://www.facebook.com/TrashBash/

¹⁰ http://www.trashbash.org/

E-blasts: Save the Date Only



Figure 8. 2021 Trash Bash® save the date e-blast.

Cumulative Results Poster



Figure 9. Trash Bash® cumulative results poster.

Sponsor Poster

Not available for the 2021 virtual event

GreenSheet Advertisement

Not available for the 2021 virtual event

New for 2021 Virtual Event

- Information packet provided upon registration.
- Event participation GIF for sharing on social media downloadable from website or QR code in information packet.

Appendix G: Educational Videos and Activities

Videos submitted by partners and local organizations for the Trash Bash® educational webpages include:

Watersheds/Nonpoint Source Pollution

- What is a watershed? Artist Boat
- Nonpoint Source Pollution Baytown Nature Center
- FOG Cease the Grease Galveston Bay Foundation
- FOG Protect Our Pipes City of Houston

Reduce/Reuse/Recycle/Refuse

- Sustainable non-single-use alternative (Sustainable Sasha) Galveston Bay Foundation
- What can be recycled/Checking locally (Recycle Right) Citizens' Environmental Coalition (CEC) Houston
- Proper Trash Disposal (e.g., Fish me from the watershed)
- Most found litter items/how long until it's gone Stopping Plastics and Litter Along Shorelines (SPLASh)
- Wildlife Impacts of litter SPLASh

Educational Videos were paired with suggested activities encouraging further exploration of nonpoint sources of pollution, local resources, and the connection to Galveston Bay.

Activity: Journey Through the Watershed

Topic: Watersheds

Texas Essential Knowledge and Skills (TEKS): S.8.4.A; S.(1-5).2

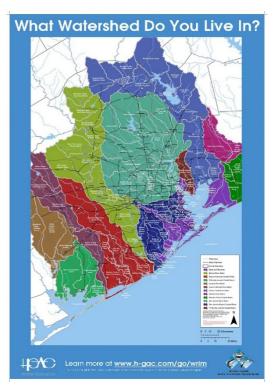


Figure 10. Galveston Bay subwatersheds.

Background

Watch the Artist Boat and Baytown Nature Center videos on watersheds.

Watersheds are areas of land that drain into a body of water. Each body of water has a watershed, and watersheds can build on each other. For example, Dickinson Bayou flows into Galveston Bay. Dickinson Bayou's watershed can be divided into the watersheds of its smaller tributaries – both natural streams and man-made features like drainage channels, storm drains or ditches. Galveston Bay's watershed includes all of Dickinson Bayou's watershed, plus all the watersheds of the other creeks and bayous that flow into it. When you combine all these subwatersheds that flow into Galveston Bay – including the San Jacinto and Trinity Rivers – the complete Galveston Bay watershed includes a large part of East Texas (Figure 10). Of course, it is not just water that drains into the waterways and travels to Galveston Bay – pollution can also travel into the waterways as part of stormwater runoff.

Materials

- Computer
- Internet access

Instructions

Part 1 - Investigate

- 1. Use one of the Find Your Watershed Tools to locate the watershed in which your house or school is located.
 - a. The Galveston Bay Report Card Tool Lower Galveston Bay watershed specific, includes Galveston, Chambers, and Brazoria County watersheds.
 - b. The San Jacinto River Authority Tool Includes a more detailed breakdown of Harris and Montgomery County watersheds.
 - c. EPA's How's My Waterway Tool Not specific to local watersheds but includes a summary of known waterway conditions. Good option for learning more or if your watershed is just outside the Galveston Bay watershed.
- 2. Use the tools above, google maps or other satellite imagery tools to trace the journey water (and potentially pollution like litter) would take first from your location to the waterway the tool identified, and ultimately to Galveston Bay.

Part 2 - Discuss/Report

Depending on grade level and current learning environment, choose from the following report/discussion options:

- 1. Oral or visual report on the journey.
- 2. Oral or visual report on the journey including the number of steps and whether the journey included any waterways made or altered by humans.
- 3. Choose another watershed in a different type of location (e.g., urban, suburban, rural), trace its journey to Galveston Bay and report on or discuss how the journeys are different, including differences resulting from human alterations to the environment (such as concrete channelization, drainage ponds, storm drains, etc.).

Activity: Fats, Oils, and Grease States of Matter Activity

Topic: FOG

TEKS: S.5.5.A



Figure 11. Fats, Oils, and Grease informational poster.

Background

Watch the Galveston Bay Foundation and City of Houston FOG videos.

Fats, Oils, and Grease (collectively known as FOG) pose a big, and often costly, problem for water quality and public health (Figure 11). Fats, Oils, and Grease from cooking or other foods are frequently disposed of down the drain when washing dishes after meals. Items like butter, margarine, salad dressing, gravy, bacon crease, sour cream, milk, yogurt, and more go down the drain, but unlike water they can congeal, harden, and stick to pipes forming clogs. These clogs can force water (or sewage) back up the pipes and into your homes. Even when hot or boiling water is poured down the drain, it just pushes the issue further along the pipe system where clogs can cause sanitary sewer overflows (SSOs) in the streets and lead to pollution of our waterways and public health hazards. Fortunately, helping to "Cease the Grease" and "Protect Our Pipes" is simple – before rinsing or washing dishes pour oils and grease in a container that you can throw away when it is full, or use a paper towel or scraper to wipe the excess food and FOG into the trash can.

Materials

- Butter (about 2 tablespoons)
- 2 Bowls or small dishes (microwave safe)
- Microwave
- Freezer

- Timer
- Notebook

Instructions

Part 1 - Butter Experiment

- 1. Get two small microwave safe bowls and put about 1 tablespoon of butter into each. You will test what happens when the butter is heated, cooled rapidly, and cooled over a period of time.
 - a. Record the butter's state of matter.
 - b. Form a hypothesis of what you think will happen to the butter in each of the 3 scenarios (heated, cooled quickly, cooled slowly).
- 2. Microwave each bowl for about 30 seconds or until the butter is uniform (some stirring might be necessary).
 - a. Record what happened to the butter and its state of matter.
- 3. Take one microwaved bowl of butter and put it in the freezer for 5-10 minutes, then remove the bowl.
 - a. Record what happened to the butter and its state of matter.
- 4. Take the second microwaved bowl of butter and leave it on the counter for 20-30 minutes.
 - a. Record what happened to the butter and its state of matter.
- 5. Use a paper towel or scraper to remove all the butter from the bowls and dispose of it in the trash can.

Part 2 - Discuss/Report

- 1. Based on your results from the butter experiment in Part 1, review your hypotheses about what would happen. Based on these results, infer what is likely to happen to butter from cooking or a meal that is washed down the sink? What about if you also pour hot water down the drain?
- 2. Discuss your hypotheses and results with your family or class.
- 3. Make a list of what foods you (or your parents) cooked with or ate this week that included Fats, Oils, or Grease (FOG). Some examples are included in the graphic below. If any of the items were not disposed of properly to avoid clogs (in a jar or in the trash), plan on how to properly dispose of them next time and assign a person to be in charge of doing it.

Activity: Contain the Grease Monster

Topic: FOG

TEKS: N/A

Background

Watch the Galveston Bay Foundation and City of Houston FOG videos.

Fats, Oils, and Grease (collectively known as FOG) pose a big, and often costly, problem for water quality and public health. Fats, Oils, and Grease from cooking or other foods are frequently disposed of down the drain when washing dishes after meals. Items like butter, margarine, salad dressing, gravy, bacon crease, sour cream, milk, yogurt, and more go down the drain, but unlike water they can congeal, harden and stick to pipes forming clogs. These clogs can force water (or sewage) back up the pipes and into your homes. Even when hot or boiling water is poured down the drain, it just pushes the issue further along the pipe system where clogs can cause sanitary sewer overflows (SSOs) in the streets and lead to pollution of our waterways and public health hazards. Fortunately, helping to "Cease the Grease" and "Protect Our Pipes" is simple – before rinsing or washing dishes pour oils and grease in a container that you can throw away when it is full, or use a paper towel or scraper to wipe the excess food and FOG into the trash can.

Materials

- Empty jar, can, or another container with a lid
- Miscellaneous art supplies, examples could include:
 - o Paper
 - Markers
 - o Miscellaneous art supplies (pipe cleaners, pom poms, buttons, etc.)
 - Tape
 - o Glue
 - Scissors

Instructions

Part 1 - Make/Decorate a Container to Store FOG

- 1. Pick an empty container with a lid. Containers will ultimately be disposed of after being filled with FOG, so don't use any containers you want to keep. Good container options are often empty glass gravy or sauce jars.
- 2. Decorate the container in your preferred way to remind you to fill it with FOG rather than pouring it down the drain. Two suggestions include:
 - a. Use paper to make a label around the container with all the FOG items or reminders on why not to pour FOG down the drain decorated to your style.
 - b. Create a "Grease Monster" out of the jar to feed rather than pouring FOG down the drain. Examples of "Grease Monsters" can be seen from <u>Blue Water</u> <u>Baltimore's FOG Monster Mash project</u>¹¹.
- 3. If you don't want to include it on the container, you can also make a word or picture list of all the FOG items you might cook with or eat so you don't forget -

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¹¹ https://bluewaterbaltimore.org/blog/they-did-the-mash-they-did-the-f-o-g-monster-mash/

you can make it with regular paper or small index cards to make it easy to keep by the container.

4. Show off your container or "Grease Monster" with your class.

Activity: What's Your Top 5?

Topic: Most Common Litter Items

TEKS: S.(1-5).2

Background

Watch the SPLASh video on the Top 5 Most Common Litter Items.

Litter is unfortunately a frequent site along our waterways and coastlines. However, some items are seen more often than others. The five most common litter items that SPLASh picks up along our area coastlines include:

- 1. Food wrappers and containers (in which category they also included items like straws and to-go beverage containers)
- 2. Fishing lines, nets, and lures
- 3. Plastic bags
- 4. Beverage containers (including plastic bottles, aluminum cans, and glass bottles)
- 5. Trash fragments

Each of these items can be prevented from becoming litter by disposing of them properly, recycling items when possible, and using sustainable non-single-use alternatives when available.

Materials

- Notebook or electronic device
- Calculator

Instructions

Part 1 - What's Your Top 5?

- 1. During your Backyard to Bay Trash Bash® cleanup, record the different types of trash you pick up and the amounts of each.
 - a. Determine your categories: SPLASh combined a few items into the same category (like [plastic bottles, glass bottles, and aluminum cans] or [coffee cups, straws, food wrappers]) but you can keep them separate if you want to be more specific.
 - b. In your notebook or on your electronic device make entries for all the items you expect to find but leave room in case you run across items you didn't expect or think of.

- c. Some common litter items not mentioned in the video include cigarettes, balloons, six-pack plastic rings, toys, etc.
- d. During your cleanup, making tally marks for each item might be the easiest way to keep track so you don't have to go through all of the trash afterwards.
- 2. After you tally all of the litter you picked up for your location, determine what your Top 5 litter items were.
- 3. Depending on grade level, use the litter item tally to determine what percentage of your total litter each category makes up.

Part 2 - Discuss/Report

Depending on grade level and current learning environment, choose from the following report/discussion options:

- 1. Report your Top 5 most littered items.
- 2. Create a graph representing the breakdown of litter categories from your cleanup.
- 3. Discuss why your Top 5 might be different or the same as SPLASh's Top 5 based on where you cleaned up. What factors might influence the type of trash you found most at your site? Example: Nearness of fast-food or other restaurants, a recent event, etc.
- 4. Compare your Top 5 with the Top 5 list of other students in your class and discuss why they might be different or similar.

Activity: Recycling Right in My Area

Topic: Recycling Right

TEKS: 1.B for S.K-8, AQ, ESS, ES; S.(1-5).2

Background

Watch the Citizen's Environmental Coalition's Recycle Right video.

Litter is unfortunately a frequent site along our waterways and coastlines, and all throughout the watershed. Litter cleanups as part of an event, or just as a habit in your neighborhood, can go a long way toward keeping trash out of our waterways. However, the best way to keep trash out of our waterways is to prevent it from becoming litter in the first place. "Reduce, Reuse, and Recycle" is a phrase we have all heard, and those practices can greatly reduce the waste we create. "Recycle" tends to get the most attention but despite that attention a lot of what is recycled is often not accepted in local programs. If trash or items that are not accepted are included in your recycling bin there is a chance it could contaminate the load and lead to the load not being recycled and instead discarded as trash. In order to really have your recycling efforts work toward reducing waste and litter, it is important to know what can and cannot be recycled in your area.

Materials

Notebook or electronic device

- Computer
- Internet Access
- Calculator

Instructions

Part 1 - What Can Be Recycled In My Area?

- 1. Go through the trash you collect during the Backyard to Bay Trash Bash® cleanup and determine what items you think could have been recycled instead of becoming litter.
 - a. If also completing the "What's Your Top 5?" activity, you can add this to the tally you are creating for the trash you pick up, and if not you can start a tally as you go to avoid going through the trash afterwards.
 - b. Alternatively, you can go through items in your personal recycling or trash bin.
- 2. Look up your local recycling program or center and see what items and plastic numbers they accept.
- 3. Compare what can actually be recycled in your area against what you thought.
 - a. If going through your recycle bin, remove any items that cannot be recycled locally.
- 4. If comparing the items from your cleanup
 - a. Determine what percentage of items you picked up could have been recycled rather than littered.
 - b. You can determine the percentage as the total that could have been recycled, or you can break it down further into specific categories such as Aluminum Cans, Plastic Bottles, etc.

Part 2 - Discuss/Report

Depending on grade level and current learning environment, choose from the following report/discussion options:

- 1. Report or share the percentage of your cleanup items that could have been recycled to both reduce waste and avoid becoming litter.
- 2. Create a graph showing 1) what items could not be recycled, 2) what items could be recycled in your area, and 3) what items were recyclable but not in your area.
 - a. Alternatively, create a graph just showing recyclable vs nonrecyclable results .
- 3. Discuss what items can be recycled in your area and if you were surprised by the results and thought other items could be recycled.
- 4. Explore the <u>Earth 911 website</u>¹² to see if there is anywhere else in the Houston-Galveston area where hard-to-recycle items will be accepted.

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¹² https://earth911.com/recycling-center-search-guides/?utm_source=earth911-header

Activity: Take A Sustainable Inventory

Topic: Sustainable Alternative to Reduce Litter

TEKS: 1.B for S.1-8, AQ, ESS, ES; S.(1-5).2

Background

Watch the Galveston Bay Foundation's Sustainable Sasha video.

Litter is unfortunately a frequent site along our waterways and coastlines, and all throughout the watershed. Litter cleanups as part of an event, or just as a habit in your neighborhood, can go a long way toward keeping trash out of our waterways. However, the best way to keep trash out of our waterways is to prevent it from becoming litter in the first place. "Reduce, Reuse, and Recycle" is a phrase we have all heard, and those practices can greatly reduce the waste we create. "Recycle" tends to get the most attention but "Reusing" and "Reducing" the waste we generate in the first place can do far more toward our goal of eliminating litter. Sometimes all this requires is taking a good look at our purchasing practices, eliminating single-use items where we can, and refusing single-use items we don't need.

Materials

- Notebook or electronic device
- Computer
- Internet Access
- Calculator

Instructions

Part 1 - How Much Plastic Do You Really Use?

- 1. Go through your house and take an inventory of how many plastic items (non-reusable) you use on a daily or weekly basis.
 - a. In your notebook or electronic device, make categories to divide up the inventory. You can divide based on rooms (like kitchen or bathroom) or based on activities (like washing your hands, taking a shower, cooking, and storing food, etc.).
 - b. List all the items that are either single-use plastics or come in single-use plastic containers (ex. Shampoo). For plastic items, note if they have a recycling number on them, and what it is (1-7).
- 2. Look up your local recycling program or center and see what items and plastic numbers they accept.
- 3. Determine if any of the plastic items you use cannot be recycled in your local program or center.
- 4. Determine which of the plastic items you use have a more sustainable alternative.
- 5. Pick one or more items from your list and pledge to switch to a sustainable alternative.

Part 2 - Discuss/Report

Depending on grade level and current learning environment, choose from the following report/discussion options:

- 1. Report or share your inventory results and what sustainable alternatives you already use.
- 2. Create a graph showing the number of single-use items or single-use packaged items from your inventory based on the categories you divided the inventory into.
- 3. Discuss which items you and your classmates pledged to switch out for sustainable alternatives, and why you picked the items you did.
- 4. Share your pledge and the reason why you are switching to a sustainable alternative on social media (you can include a picture of you with the item [ex. A reusable water bottle or metal straw]) to help spread the word about how easy it is to reduce litter with a few small changes.

Activity: Rubber Band Entanglement

Topic: Litter Impacts on Wildlife

TEKS: N/A

Background

Watch the SPLASh video on Litter Impacts on Wildlife.

When trash is thrown on the ground or not disposed of properly it can do more than just add litter to the watershed and pollute our waterways. Litter can be eaten (ingested) by wildlife, building up in their stomachs and causing them to get sick or die. Other items, including fishing line, can wrap around (entangle) wildlife. Once entangled, it can be difficult or impossible for an animal to free itself and this can injure the animal or make it hard for them to hunt and feed themselves. You can help prevent wildlife entanglement by making sure litter items are properly disposed of for example, fishing line should either be thrown away in a trash can, or in a monofilament recycling tube when available.

Materials

- Rubber band small to medium depending on the size of your hand
- A few small objects like coins or small toys

Instructions

Part 1 - Rubber Band Entanglement - Can You Get Free?

1. Take the Rubber Band and put it on your hand around your index and pinky fingers as shown in the pictures below (Figure 12).

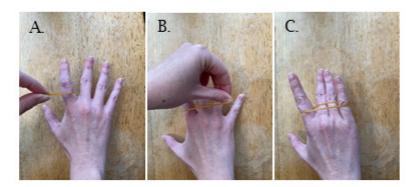


Figure 12. A. Place rubber band on index finger. B. Stretch rubber band from index to pinky finger. C. The rubber band is now stretched between the index and pinky fingers.

2. Try to remove the rubber band without using your thumb, your body, or any other objects. While the rubber band is only wrapped around two fingers, wildlife often get entangled in ways they cannot use other parts of their body or other objects to remove it.

Part 2 - Rubber Band Entanglement - Can You Eat?

1. Wrap the Rubber Band around your thumb and first two fingers as shown in the pictures below (Figure 13), this will act like the bill of a bird that has had its bill entangled in litter such as fishing line.

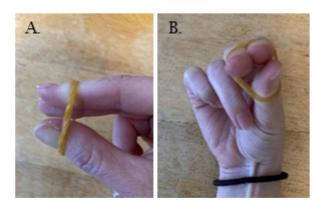


Figure 13. A. Side view of rubber band around thumb and first two fingers. B. Top view of rubber band around thumb and first two fingers.

2. With your fingers wrapped, try to pick up the small items you gathered and fit them through the fingers (like a bird trying to swallow a fish).

Part 3 - Discuss/Report

Depending on grade level and current learning environment, choose from the following report/discussion options:

1. Report your ability to free and feed yourself when entangled.

- 2. Discuss what litter items, besides fishing line, might entangle an animal and cause it harm or hinder its ability to feed itself. Discuss or list sustainable alternatives to those items or what steps you can take when disposing of the items to reduce their impact on wildlife.
- 3. Besides fishing line wrapping around a bird's bill or neck, discuss how else a bird or other animal might get entangled that would hinder its ability to hunt or feed itself.

Appendix H: Previously Developed Educational Materials

Trash Bash® Educational Materials

Pitch the Poop: Proper Disposal of Pet Waste

Figure 14, Figure 15, and Figure 16 depict Pitch the Poop educational materials.

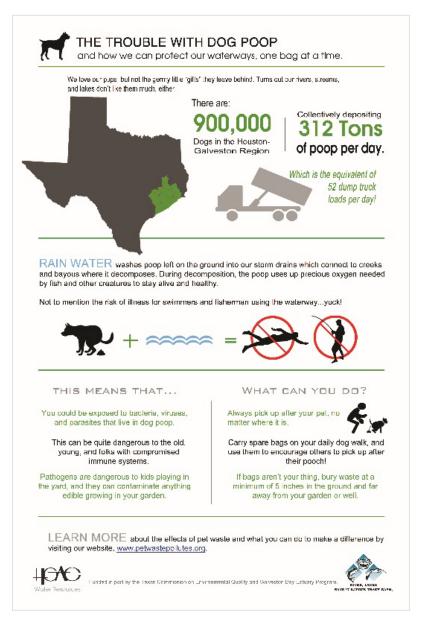


Figure 14. Informational poster on the effects of pet waste.



Figure 15. Pet waste pledge.



Figure 16. Best management practice item - pet waste bag leash dispenser.

Defeat the Grease Monster: Proper Disposal of Fats, Oils, Grease

Figure 17, Figure 18, and Figure 19 depict Defeat the Grease Monster educational materials.



Figure 17. Don't Feed the Grease Monster poster.



Figure 18. Best management practice items - grease funnel and scraper.



Figure 19. Pledge to fight the Grease Monster.

Turn Your Yard into a Sponge: Preventing Nonpoint Source Pollution from Residences

Figure 20 and Figure 21 depict nonpoint source pollution educational materials.



Figure 20. Best management practice item - stormwater pollution prevention poster.



Figure 21. Pledge to prevent stormwater pollution.

Fish Me From the Watershed: Making Responsible Choices for Disposal of Commonly Littered Items

Figure 22, Figure 23, Figure 24, Figure 25, Figure 26, and Figure 27 depict educational and promotional materials on responsible disposal of trash, the journey of trash, stormwater quality, and the Trash Bash® event.



Figure 22. Fish Me From the Watershed educational poster.



Figure 23. Reduce, Reuse, and Recycle pledge.



Figure 24. Best management practice item – Earth911.com refrigerator magnet (purchased by H-GAC Solid Waste Management Program).



Figure 25. Journey of Trash trifold display brochure.

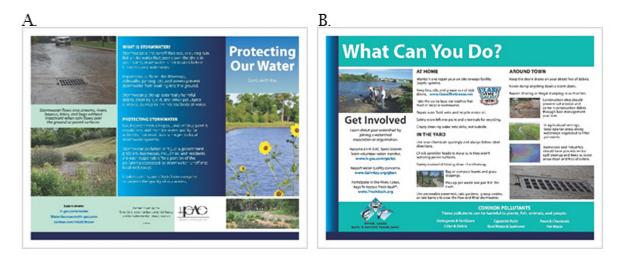


Figure 26. Stormwater quality brochure.



Figure 27. Trash Bash® promotional rack card.

Translated Materials with Fiscal Year 2019 Funding

Figure 28, Figure 29, Figure 30, Figure 31, Figure 32, Figure 33, and Figure 34 depict Trash Bash® educational materials translated into Spanish and Vietnamese.

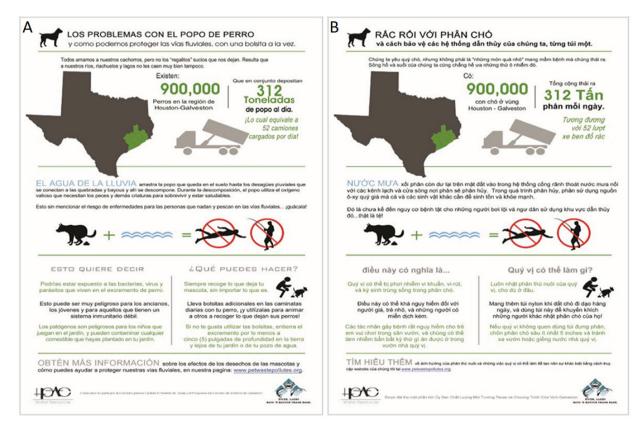


Figure 28. Pet waste poster translated into A. Spanish and B. Vietnamese.



Figure 29. Don't Feed the Grease Monster poster translated into A. Spanish and B. Vietnamese.



Figure 30. Stormwater pollution prevention poster translated into A. Spanish and B. Vietnamese.

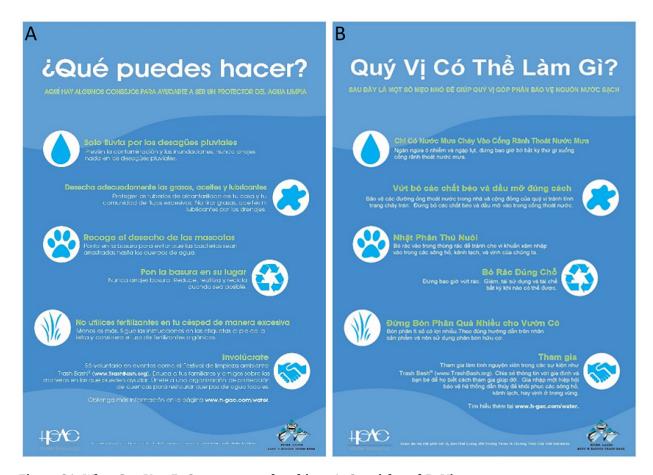


Figure 31. What Can You Do? poster translated into A. Spanish and B. Vietnamese.

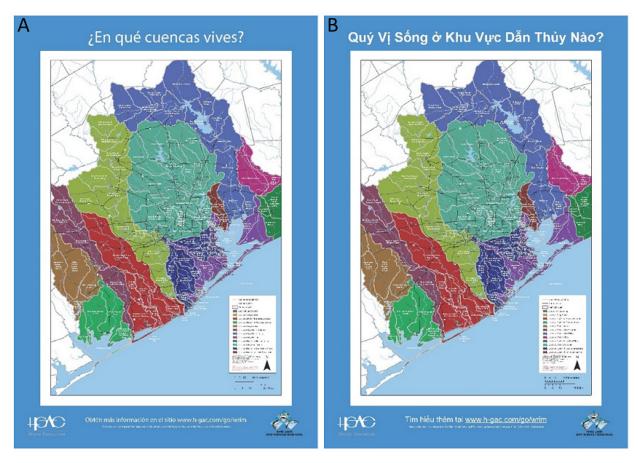


Figure 32. Watersheds of the Lower Galveston Bay poster translated into A. Spanish and B. Vietnamese.



Figure 33. Stormwater quality brochure translated into Spanish.

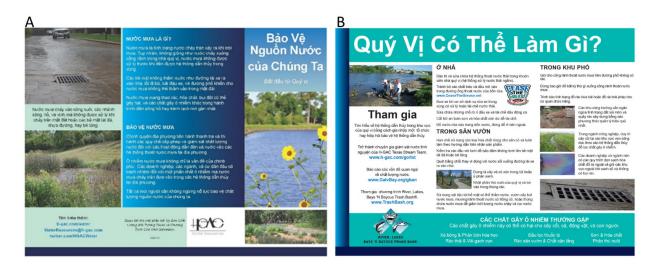


Figure 34. Stormwater quality brochure translated into Vietnamese.