



TDOT
Department of
Transportation

2019



Annual Litter Grant Report





Annual Litter Grant Report

March 29, 2019

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Program Overview

As of December 31, 2017, there were 95,986 miles of public roads in Tennessee, 14,357 miles are maintained by the Tennessee Department of Transportation (TDOT) and 4,017 of these miles are classified as scenic.

Litter prevention and pickup efforts are critical to keeping roadways safe and maintaining the natural beauty of Tennessee. TDOT spends approximately \$15 million annually on the programs described in this report and right-of-way litter pickup contracts.

In 1981, the Soft Drink and Malt Beverage Industries took a comprehensive, proactive approach to prevent their bottles and other trash from becoming litter along Tennessee roadways. As good corporate citizens, the industry lobbied to establish a tax on their products to help fund litter prevention in Tennessee.

Since 1983, the tax revenues from TCA § 67-4-402 and TCA § 57-5-201 have funded TDOT Highway Beautification Office’s Litter Grant Program. The law gives TDOT discretion on how to best use the funds to clean up and prevent litter, and matters related to litter, such as recycling or litter in storm water runoff.

Litter Grants are available to all 95 counties. The amount of funding a county receives is determined by a formula based on population and road miles. The Litter Grant Program supports a variety of programs and activities that help reduce litter throughout Tennessee. Through the efforts of collaborative county partners, the Litter Grant Program is responsible for removing an average of 11,700 tons of litter each year. Over the 35 year history of the program (1983 to 2018) this equates to the removal of more than 333,000 tons of litter from our roadways.

This is the annual report required by law regarding the collection and use of funds under the TDOT Litter Grant Program, for the fiscal year beginning July 1, 2017 and ending June 30, 2018 (FY 2018).

Litter Grants are available to all 95 counties. The amount of funding a county receives is determined by a formula based on population and road miles.

Accounting

In FY 2018, an additional \$1,000,000 was added to Litter Grant contracts, divided equally between the 95 Tennessee counties. TDOT awarded Litter Grant contracts totaling \$5,500,000 for programs encompassing litter pickup and recycling activities along with those that educate Tennesseans concerning the importance of keeping our state clean and litter free. This \$5,500,000 total was the highest amount granted to communities in Litter Grant program history. The increase was planned to coincide with the unveiling of TDOT’s new “Nobody Trashes Tennessee” litter prevention campaign.

Table 1: FY 2018 Litter Grant Distribution		
COUNTY PICKUP	COUNTY EDUCATION	KTNB OUTREACH
\$3,266,764	\$1,434,760	\$987,069
Total: \$5,688,593		

Litter grant contracts require that 15-30% of the total funding is budgeted for litter prevention education. This percentage is based on the population and number of road miles in the county. In FY 2018,

\$1,434,760 went towards those education activities. Counties are required to tackle litter prevention education in three out of five designated categories: students, public, media, government, and business. The fact that 86.5% of the funds in this category were spent means that citizens across Tennessee gained valuable knowledge about how litter impacts our quality of life, economic development, and the environment.

The remaining \$987,069 was awarded as a grant contract to Keep Tennessee Beautiful, an adjunct service of the University of Memphis. Keep Tennessee Beautiful is an affiliate of the country’s nonprofit steward of litter prevention, Keep America Beautiful. Please see **page 16** for more information about Keep Tennessee Beautiful.



FY 2018 Litter Funding Distribution by County

Table 2: FY 2018 Litter Funding Distribution by County		
Anderson _____	\$53,000	Hamilton _____ \$127,100
Bedford _____	\$51,700	Hancock _____ \$44,200
Benton _____	\$44,200	Hardeman _____ \$46,400
Bledsoe _____	\$44,200	Hardin _____ \$48,600
Blount _____	\$74,600	Hawkins _____ \$56,900
Bradley _____	\$65,100	Haywood _____ \$44,200
Campbell _____	\$48,800	Henderson _____ \$48,700
Cannon _____	\$44,200	Henry _____ \$52,100
Carroll _____	\$49,200	Hickman _____ \$49,400
Carter _____	\$50,900	Houston _____ \$44,200
Cheatham _____	\$44,200	Humphreys _____ \$44,200
Chester _____	\$44,200	Jackson _____ \$44,200
Claiborne _____	\$49,200	Jefferson _____ \$53,000
Clay _____	\$44,200	Johnson _____ \$44,200
Cocke _____	\$49,500	Knox _____ \$169,000
Coffee _____	\$52,400	Lake _____ \$44,200
Crockett _____	\$44,200	Lauderdale _____ \$44,200
Cumberland _____	\$62,300	Lawrence _____ \$58,600
Davidson _____	\$180,300	Lewis _____ \$44,200
Decatur _____	\$44,200	Lincoln _____ \$52,400
Dekalb _____	\$44,200	Loudon _____ \$49,200
Dickson _____	\$54,200	Macon _____ \$48,800
Dyer _____	\$48,300	Madison _____ \$65,100
Fayette _____	\$51,700	Marion _____ \$44,400
Fentress _____	\$44,200	Marshall _____ \$48,900
Franklin _____	\$50,600	Maury _____ \$56,100
Gibson _____	\$58,800	McMinn _____ \$49,800
Giles _____	\$52,700	McNairy _____ \$51,600
Grainger _____	\$44,200	Meigs _____ \$44,200
Greene _____	\$68,600	Monroe _____ \$53,700
Grundy _____	\$44,200	Montgomery _____ \$83,500
Hamblen _____	\$48,200	Moore _____ \$44,200
		Morgan _____ \$44,200
		Obion _____ \$49,800
		Overton _____ \$44,600
		Perry _____ \$44,200
		Pickett _____ \$44,200
		Polk _____ \$44,200
		Putnam _____ \$59,300
		Rhea _____ \$44,200
		Roane _____ \$53,000
		Robertson _____ \$56,500
		Rutherford _____ \$113,200
		Scott _____ \$44,200
		Sequatchie _____ \$44,200
		Sevier _____ \$69,200
		Shelby _____ \$269,700
		Smith _____ \$44,200
		Stewart _____ \$44,200
		Sullivan _____ \$85,100
		Sumner _____ \$83,900
		Tipton _____ \$53,400
		Trousdale _____ \$44,200
		Unicoi _____ \$44,200
		Union _____ \$44,200
		Van Buren _____ \$44,200
		Warren _____ \$50,300
		Washington _____ \$72,300
		Wayne _____ \$46,100
		Weakley _____ \$54,000
		White _____ \$44,300
		Williamson _____ \$92,000
		Wilson _____ \$75,800
		TOTAL _____ \$5,497,000

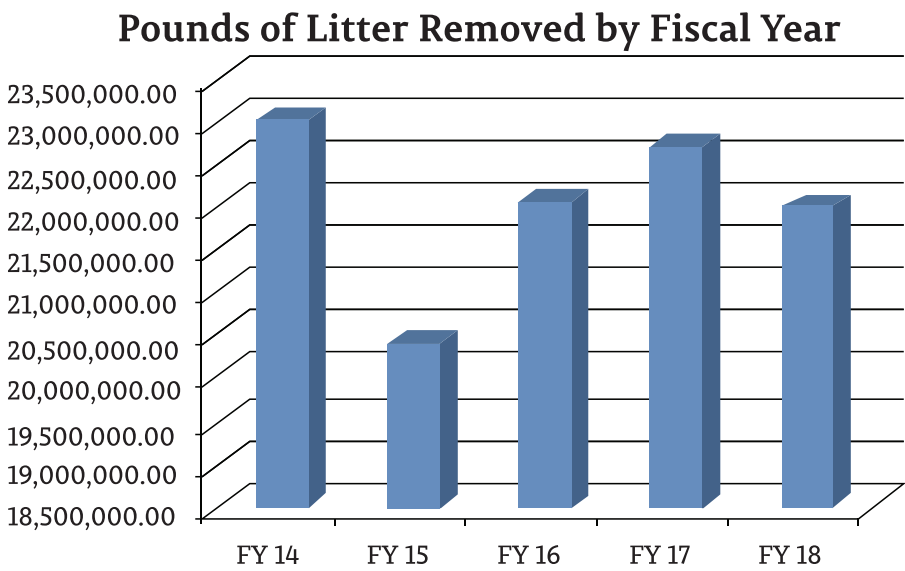
Pounds of Litter Removed by Fiscal Year

Dedicated county governments are on the frontline of litter cleanup and litter prevention. The positive impact of the Litter Grant Program is amplified because local government partners invest additional resources and citizens contribute tens of thousands of volunteer hours to promote these efforts.

Through the FY 2018 Litter Grant Program, county governments removed roughly 23 million pounds of litter from 529,736 miles of Tennessee roadways and 9.2 million pounds of that roadside debris was recycled. Additionally, county governments used funding from the Litter Grant Program to clean-up 4,332 illegal roadside dumps in FY 2018.

The volume of litter removal in FY 2018 and previous years, as illustrated by the graph below, demonstrates the power of partnerships and the year-after-year success of these joint endeavors.

Table 3: Litter Removal by Fiscal Year		
Fiscal Year	Pounds	US Tons
FY 14	23,033,511.83	11,516.76
FY 15	20,440,956.86	10,220.48
FY 16	22,064,623.83	11,032.31
FY 17	22,724,846.40	11,362.43
FY 18	22,358,360.09	11,679.18



County governments used funding from the Litter Grant Program to cleanup more than 4,332 illegal roadside dumps in FY 2018.



Citizen’s Litter Prevention Hotline



Tennesseans care about preserving the scenic beauty of their communities. TCA § 54-1-401 authorizes TDOT to establish a system for citizens to report acts of littering from motor vehicles. When citizens notify TDOT of a littering incident, a letter is mailed to the registered owner of the vehicle along with a Nobody Trashes Tennessee™

car trash bag or portable ashtray and other anti-litter information. The letter gently reprimands offenders by discouraging litter behavior and informing them that littering is against the law and punishable by a fine. The entire program is anonymous. Records are not kept regarding individuals who make the report or those receiving a letter. The Citizen’s Litter Prevention Hotline is an educational tool to remind those who engage in littering that their actions are hurtful to the state and to their community.

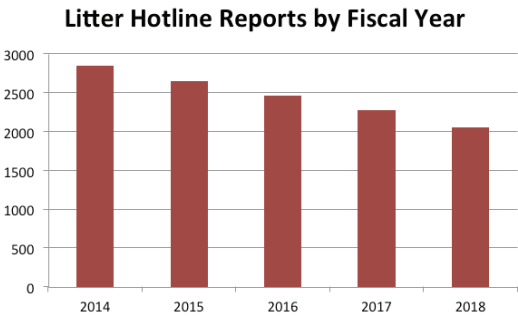
TDOT maintains the toll-free hotline at 1-877-8-LITTER (877-854-8837.) Citizens can also report a littering incident online at www.tn.gov/tdot/environmental-home/environmental-highway-beautification-office/litter.html

The information that is necessary to report a littering incident includes:

- License plate number (Tennessee plate only)
- Type and make of the vehicle
- Day and time the incident occurred
- Location where the incident occurred
- Type of item tossed or blown from the vehicle

Table 4:
Litter Hotline Reports by Fiscal Year

Year	Reports
2014	2,848
2015	2,646
2016	2,460
2017	2,272
2018	2,051



County Highlights

Throughout the state, county partners work hard to keep Tennessee beautiful and litter free. Every county makes significant contributions to the statewide reduction of litter and TDOT appreciates these important efforts. Some of the notable accomplishments of our Tennessee county partners are highlighted below.

Bradley County



Bradley County, TN, prides itself on beautiful farmland, mountain views, prosperous industries, and a safe community where people enjoy raising their families. Bradley County is home to approximately 100,000 residents and has 350 square miles of land. With any large community, litter can be a problem. Most people don’t realize the impact that litter can have on the environment and the money it costs for clean-up. Bradley County is fortunate to be a recipient of a grant that provides funds to help keep Bradley County beautiful sponsored by the Tennessee Department of Transportation. The TDOT Litter Grant co-coordinators for Bradley County are Lieutenant Tim Mason and Missy Harrison. Lieutenant Mason supervises two, four-man crews that work five days a week to cover 750 miles of Bradley County roadways. TDOT’s Litter Grant made it possible for the removal of 130 tons trash on Tennessee Roadways in Bradley County.

The Bradley County Litter Grant program also hosts and attends several annual and bi-annual events that promote keeping “Bradley County Beautiful” and the TDOT Litter Grant. Hazardous Household Waste Day takes place twice a year; citizens in the Bradley County and the City of Cleveland can bring any hazardous wastes such as electronics and chemicals to the Bradley County Sheriff’s Department to dispose of in a safe manner. This event is in partnership with Keep America Beautiful, Santek Waste Services, Cleveland Utilities, The Better Business Bureau, Bradley County Storm Water Division, and Coca Cola Bottling Co. Brochures that inform the public about Tennessee criminal littering laws, and goody bags with litter prevention materials are provided. Tarps are given out to the public on this day so residents are able to secure their truck loads. Another event where litter prevention is advertised is the annual block party that takes place every October 31st with around 18,000 people in attendance. Litter prevention materials and goodies are handed out at this event to educate people on the importance of keeping Bradley County clean.

The Bradley County Sheriff’s Department is so fortunate to be the recipient of the TDOT Litter Grant. This grant has provided many opportunities to communicate to people the importance of litter prevention and keeping Bradley County clean. The effects of the litter program are evident when out of town visitors drive along the roads of Bradley County and enjoy the beautiful view of clean roads and land. Bradley County is proud and thankful that TDOT continues to provide this grant and the means to help keep Bradley County beautiful!

Hawkins County

Hawkins County has been a recipient of the Tennessee Department of Transportation’s Litter Grant for over 30 years. Grant funds are used to educate the public, from farmers to the business community and civic clubs, and to students from elementary to college, the importance of having a litter free community, as well as the benefit of recycling, reusing and reducing to help keep litter off our roadways, many of which are scenic routes.



County Highlights (continued)

Hawkins County partners with the Rogersville Sheriff's Office, The Hawkins County Chamber of Commerce, The Hawkins County Soil and Water Conservation District, The Hawkins County Solid Waste Department, General Session Court, the Hawkins County Sheriff's office and many volunteer groups throughout the county to keep our community beautiful, clean and litter free. Hawkins County uses TDOT grant funds to furnish each group with t-shirts with a litter prevention message, trash bags, litter grabbers, gloves, safety vest and signage to all volunteer groups picking up litter.



The partnership between the Town of Rogersville and Hawkins County Chamber of Commerce is a vital piece of the local litter program. Any event or festival that is organized within the County is designated as a "litter free event." A Litter Free Event demonstrates that litter prevention, not litter clean-up, is the best method of keeping events clean. The benefits of such an event are a reduction in cleanup costs, and a change in behavior and attitude toward littering. It encourages participants to properly dispose of waste.

Hawkins County provides educational workshops and presentations throughout the year from educating second graders, the business community and civic groups, to tourists visiting Hawkins County, just how important it is to live in a litter free community. In April of each year, they partner with Holston Electric Cooperative and the "Cherokee Lake Power Clean Up" cleaning roadways and parking lots leading to the 15 miles of shoreline that is cleaned. Approximately 100-200 volunteers from residents to scout troops participate in this event. Litter education materials and goody bags are given to the volunteers. Republic Services provides the dumpster in which collected debris is disposed.

The Hawkins County Soil and Water Conservation District is another vital partner with the Hawkins County Litter program using TDOT grant funds. They provide litter prevention programs at events held in the county, such as the county fair, field days, farm days, soil judging contest, career days, trunk or treat, to name just a few. Through these events, they reach adults and students, from elementary to college age, and encourage each to do their part in keeping Hawkins County clean by not littering. They always incorporate Reduce, Reuse and Recycle in their educational programs.

The Hawkins County Recycle Center is an fundamental piece of TDOT Litter Grant program in Hawkins County. Inmates and community service workers through the General Session Court system are taken out at least 3-4 days a week to pick-up litter from county roadways. With Hawkins County having several historic sites, as well as many recreational areas, it is important to keep the community litter free. With a combination of daily litter pick up, community clean-up and designated area clean up events, approximately 400 miles of roadways and over 500 volunteers, 50,370 pounds of litter was removed from Tennessee Roadways and waterways in Hawkins County.

Hawkins' County motto is "Preserve Today's Natural Resource for the Children of Tomorrow". They do this by involving their entire community and coming together with the same goal...keeping Hawkins County LITTER FREE. With the TDOT Litter Grant program funds, Hawkins County is proving they are doing just that.

County Highlights (continued)

Rutherford County

Education and collaboration are the keys to success for Rutherford County. They are used to promote prevention and litter reduction, as well as an awareness of the necessity of recycling. Each Rutherford County municipality, our park systems, our schools and numerous community volunteers all work to keep our county clean and beautiful.



Rutherford County's Litter Grant Coordinator and solid waste staff oversee hauling and education efforts related to a large scale single-stream recycling program operating in 60 county and City of Murfreesboro schools. Every classroom, office and cafeteria participates in the program in order to reduce waste. The Litter Grant Coordinator also offers classes for all grade levels that are correlated to current Tennessee Curriculum Standards. When possible, classes are taught outside to fully engage students in even the smallest amount of nature around them. The classes are meant to challenge each

mind to think about their own impact on the environment, natural resources, and how it may harm wildlife or even human health. During 2018, the Coordinator directly taught roughly 6,000 students about ways to prevent litter, the impact of litter, and the actual high cost of litter cleanup. The Coordinator also educated principals, faculty, staff and students about the single-stream recycling program in schools, which began in 2012 with the goal of achieving a 25% reduction in waste. In conjunction with this, Murfreesboro City Schools held a fun contest to see which school could achieve the highest recycling rate and the least amount of contamination. Hobgood Elementary and Scales Elementary are sharing the very coveted recycling dumpster trophy for tying as first place winners for the 2018 school-year.

A crown jewel for the county is the Environmental Education Outdoor Classroom. Located adjacent to the Rutherford County Farmers' Market, children and the young-at-heart are able to participate in hands-on activities that reinforce practical environmental solutions. These free sessions fully take advantage of the Butterfly and Herb Gardens, and the demonstration gardens that the Rutherford County Master Gardeners diligently work on each year. A pond, rain garden and the market itself are just some of the resources used to teach citizens to think about making positive choices. This facility and programming are partially funded through TDOT's Litter Grant.



The 3rd Annual Stones River Waterfest was an enormous success. 283 adults and 1,105 elementary and middle

County Highlights (continued)



school students participated in science-based, hands-on activities led by water resource professionals. The event helps to raise awareness of the importance of water, and the dangers of contaminants and litter in stormwater. Partners for the event include: Rutherford County, City of Murfreesboro, Town of Smyrna and City of LaVergne Stormwater programs, City of Murfreesboro Parks and Recreation, Stones River Watershed Association, Middle Tennessee State University stormwater program, and Smyrna Outdoor Adventure Center (SOAC). The

Rutherford County Litter Grant Coordinator, along with 94 other government agencies, university students and engineering professionals volunteer to make this event possible.

Nearly 1,000 miles of state, county and local roads are picked-up regularly by Litter Crew staff. For FY18, the crew actually collected 200,320 pounds of litter, an increase over the prior year. In addition to the Litter Crew, several partnering organizations put education into action by engaging citizens in volunteer clean up events. These include; the Stones River National Battlefield, Murfreesboro Parks and Recreation and Smyrna Stormwater Program. These events allow children and adults to take ownership of the land by participating in not just removing litter, but also wetlands restoration, invasive plant species removal, and native plant restoration events.

A progressive change in our county in 2018 was the addition of an Environmental Court. The court is a division of General Sessions Court, with Judge Lisa Eischeid presiding. The court’s purpose is not to change environmental laws, but instead to enforce existing laws regarding blighted properties and illegal dumping.

Recycle Rutherford, the first not-for-profit organization supporting recycling in the county, held its inaugural ‘Spirit of Recycling’ awards event in 2018. Trophies made of green recycled glass were awarded to: Cardinal Health, MAHLE Filter Systems and Rich Products for both the large volume of materials they recycled and the impact each firm made on local recycling efforts.

TDOT’s Litter Grant Program assists all of the education and collaboration efforts that make Rutherford County so successful.

County Highlights (continued)

Shelby County



Shelby County routinely collects 500,000 lbs. (250 tons) of litter from roadsides each year. For the 2017-2018 fiscal year, the county used its Litter Grant funding to collect 442,422 lbs. (211 tons.) In addition to physical pickups, the county continued to partner with local non-profits and law enforcement to target repeat illegal dumpsites, placing trail cameras and using patrols to monitor 516 sites.

As a philosophy, our litter prevention education programming teaches the public that environmental quality is dependent on everyone. The core of our programming is the Mayor’s ‘Fight Blight’ program. This program employs 100 Shelby County teens with the Shelby County Public Works Dept. each year to assist with cleanups. The teens receive training, work 40 hour work weeks during the months of June and July, and attend an end of the summer ceremony to celebrate their efforts. This program spreads awareness among high school aged youth for the growing problem of roadside litter in our community and doubles as an innovative youth employment program that has received considerable media and public attention. Fox 13 is an important media partner of the program and advocate for the program, as they frequently film the work crew for news stories. Anchor Mearl Purvis also attends the closing ceremony highlighted each year. Channel 3 and other print media outlets have also produced news stories on the program.

After the program was initially announced, several corporate partners were interested with partnering in the program. For the summer of 2018 6 vans were donated by Enterprise and Gossett Motors. FedEx and Chick-Fil-A also previously helped to equip and feed the youth employed with the county. Area non-profits such as Clean Memphis assisted in planning for cleanup routes and provided staff to work side-by-side with the youth for the duration of the program.

For the 2017-2018 fiscal year, the Fight Blight program collected 6,868 bags and 102,979 lbs. (51.4 tons) of roadside litter. In March 2018, Shelby County received a \$200,000.00 Special Litter Grant to continue the ‘Fight Blight’ program during the summers of 2019 and 2020.

After a hiatus of several years, the county has revived its annual Christmas tree recycling program. In December 2017, a new staging area was designated for those donating trees and new ads were placed in electronic and traditional media. The program allowed for donated greenery to be ground into double hammered mulch to be utilized in landscaping and recreational projects undertaken by Shelby County Public Works. As a result of the recycled trees, wreaths and other greenery donated after the 2017-2018 holiday season, 132,000 lbs. (66 tons) of material was collected. This program was a wonderful success, extremely popular with residents and provided a creative and beneficial reuse for organic material that would have otherwise been sent to the landfill.

Distressed Counties



The Litter Grant program has provided funding for communities in all Tennessee counties to perform physical pickups, litter prevention education and beautification. Tennessee has invested in the Litter Grant since 1983 because the program directly impacts local economies, including economic and tourist development, and business recruitment. These impacts are particularly important for the 15 counties in the state that are identified as “economically distressed.”

Economically-distressed counties received a total of \$677,900 in TDOT Litter Grant funding during the 2017-2018 fiscal year. Communities in these counties removed a total of 1,769,333 pounds of litter from Tennessee roadways and committed vital volunteer hours to improve their local economy.

TDOT is proud of all of its local partners in the statewide Litter Grant. The highlights listed below are in specific recognition of the economically-distressed counties working to both beautify their communities and spark economic investment to improve the lives of Tennesseans.

- Bledsoe County**
 - Over 263,000 pounds were removed off of Tennessee Roadways in Bledsoe County. Bledsoe County held a community event for The Great American Cleanup.
- Clay County**
 - Over 43,000 pounds were removed off of Tennessee Roadways in Clay County. Students in Clay County enjoyed a litter prevention campaign by Barry the Recycling Pirate. He explained the importance of litter prevention in Clay County.
- Cocke County**
 - Over 307,000 pounds were removed off of Tennessee Roadways in Cocke County. Community members logged over 2,400 volunteer hours pertaining to litter prevention, litter reduction and cleanups.
- Fentress County**
 - Over 75,000 pounds were removed off of Tennessee Roadways in Fentress County.
- Grundy County**
 - Over 43,000 pounds were removed off of Tennessee Roadways in Grundy County. Grundy County created a county focused litter prevention campaign and materials.

Distressed Counties (continued)

- Hancock County**
 - Over 85,000 pounds were removed off of Tennessee Roadways in Hancock County. Over 90% of those items were recycled.
- Hardeman County**
 - Over 64,000 pounds were removed off of Tennessee Roadways in Hardeman County.
- Jackson County**
 - Over 102,000 pounds were removed off of Tennessee Roadways in Jackson County.
- Lake County**
 - Over 64,000 pounds were removed off of Tennessee Roadways in Lake County.
- Lauderdale County**
 - Over 171,000 pounds were removed off of Tennessee Roadways in Lauderdale County. Lauderdale County created a billboard litter prevention campaign.
- McNairy County**
 - Over 3,000 pounds were removed off of Tennessee Roadways in McNairy County.
- Morgan County**
 - Over 27,000 pounds were removed off of Tennessee Roadways in Morgan County. Morgan County has an education coordinator that works with business leaders and children with litter prevention education within the county.
- Perry County**
 - Over 24,000 pounds were removed off of Tennessee Roadways in Perry County.
- Scott County**
 - Over 246,000 pounds were removed off of Tennessee Roadways in Scott County.
- Van Buren County**
 - Over 104,000 pounds were removed off of Tennessee Roadways in Van Buren County. During the annual 4H camp, students in Van Buren County conducted a litter prevention exercise as a part of the program.

Keep Tennessee Beautiful

Keep Tennessee (KTnB) is an adjunct service of the University of Memphis and provides expertise in litter prevention education, litter law enforcement, community enhancement through beautification, and volunteer recruitment and management. TDOT spends a significant amount of money each year on litter pick up and prevention activities. In order to reduce those costs, Tennesseans must recognize the negative impacts of litter on their quality of life, the negative effect on the scenic beauty of Tennessee, and the financial costs associated with litter.



The KTnB Advisory Council was established under Governor’s Executive Order # 18 in September 1989. The Council is comprised of 14 citizen appointees and ex-officio members from Tennessee State Departments. Appointed by the Governor, citizen members serve rotating terms and follow their by-laws for the betterment of Tennessee as an attractive, safe, and healthy place to live and visit. Through policy advisement, the Council sets direction for KTnB and the Keep Tennessee Beautiful affiliates.



Keep America Beautiful honored TDOT with one of 13 ‘State Agency Partner Awards’ given during the 2018 KAB National Conference. The award was given in recognition of state agencies that support state affiliates and highlights the value KAB places on public-private partnerships. In addition, KTnB won a ‘State Affiliate Diamond Award’ for their

work with TDOT’s Litter Grant Program and other programming. Such programs include: KAB’s Great American Cleanup (GAC), National Planting Day, RecycleBowl, and America Recycles Day (ARD). 2018 highlights of these programs are as follows:

1. Tennesseans made the 2018 Great American Cleanup (GAC) a success. Governor Bill Haslam proclaimed March 2018 as Keep Tennessee Beautiful Month. A kick-off event was held at Bristol Motor Speedways in Bristol, where media and 100 attendees from across the state were present. Tennessee Department of Tourism Development Commissioner Kevin Triplett gave keynote remarks, and the third annual “Love Where You Live” award was given to Aubrey Preston of Leipers Fork. Throughout the cleanup period, KTnB staff went on to lead volunteers in supporting and hosting several types of events. These include: waterway cleanups; parks, neighborhoods, and highway litter pickups; recycling drives, including clothing and electronic waste drives; meth lab abatements; child and adult litter prevention educational/awareness events. All 95 Tennessee counties held cleanup events during the 2018 GAC period.

Keep Tennessee Beautiful (continued)

2. A \$20,000 Keep America Beautiful grant was awarded to KTnB to continue participation in the cigarette litter prevention program, the fourth consecutive year of participating in the program. Throughout 2018, the Tennessee Department of Tourism Development continued to host cigarette litter prevention apparatus and public education materials at all 15 state welcome centers and Bristol Motor Speedway. Local cigarette litter prevention programs have also begun in Bristol, Williamson County and Nashville. So far, these three jurisdictions have reported reductions in cigarette litter greater than the national average. This program is ongoing, and will be completed early in 2019.
3. Keep America Beautiful affiliates benefited from the annual coordinators retreat, held September 11-12, 2018 in Chattanooga. The two-day retreat featured topics which include: KAB reporting, diversifying revenues, reducing food waste, TDOT’s ‘Nobody Trashes Tennessee’ statewide litter prevention campaign, affiliate youth involvement, marketing and branding events, applying for KAB awards, tips for e-mail marketing and newsletters, phone photography, and hosting zero waste events. As part of the retreat, a trip to Creative Discovery Museum helped affiliate directors received a free “Growing Up Wild” certification. Growing Up Wild is an extra educational tool directors can use inside classrooms in their communities.
4. Keep the Tennessee River Beautiful, a partnership between Keep Tennessee Beautiful and the Tennessee Valley Authority, teamed up with Chad Pregracke of Living Lands and Water to host cleanups along the Tennessee River. This includes several cleanups at Pickwick Landing State Park, Paris Landing State Park, Douglas Lake, Decatur, Alabama, Knoxville, Tennessee and the Land Between the Lakes National Recreation Area.
5. KTnB supported local events for National Planting Day, America Recycles Day and Recycle Bowl. Keep Sevier Beautiful, Keep Lakeland Beautiful, Keep Chester Beautiful and Keep Williamson Beautiful conducted National Planting Day events where 96 tires were reused to make planted flower beds. In total, 738 volunteers planted 470 plants and flowers. As part of America Recycles Day, KTnB hosted denim drive events on the University of Memphis campus. 71 pairs of jeans were collected and re-purposed as part of the project.

Keep Tennessee Beautiful was recognized by Keep America Beautiful at the 2019 KAB National Conference for two programs: a program award for KTnB’s Cigarette Litter Prevention and a Diamond Recognition for over 10 years of being in good standing with KAB as a state leader.

As part of America Recycles Day, KTnB hosted denim drive events on the University of Memphis campus. 71 pairs of jeans were collected and repurposed.

ADOPT-A-HIGHWAY

In addition to partnerships and grant programs, TDOT has administered the Adopt-A-Highway program since 1989 to combat litter along state routes. The volunteer program is completely free for those who commit to cleaning up a department-approved 2 mile stretch of roadside each quarter.

Volunteers must be at least 12 years old and sign a waiver, at which point they are given plastic bags, caution signs and safety vests by the nearest TDOT District Office. Participants in the program are rewarded with a free recognition panel displaying their chosen message along the adopted route. The program is not only an excellent way to boost litter prevention awareness and promote community engagement, but to help reduce the millions of dollars TDOT spends on litter removal each year.

Businesses, groups or individuals are eligible to participate in the free program. For more information, please visit <https://www.tn.gov/tdot/environmental-home/environmental-highway-beautification-office/adopt-a-highway.html>, or call TDOT's Highway Beautification Office at (615) 741-2877.

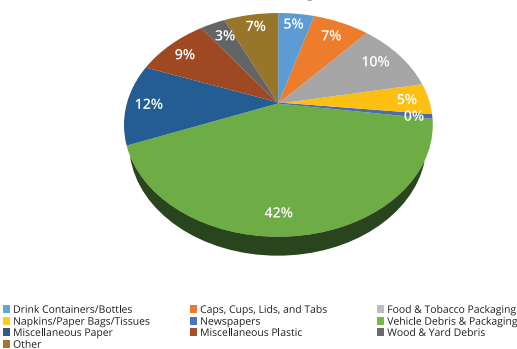


Table 6: Adopt-A-Highway Fiscal Year 2017 - 2018			
Bags of Litter Picked up	Pounds of Litter Removed	Volunteer Hours	Cleanup Volunteers
2,367	47,340 lbs	977.8	1,433

Litter Research

There are currently 100 million pieces of litter on Tennessee's roads and it costs \$15 million of Tennessee taxpayer money to clean it up every year. TDOT pioneered a "Visible Litter Study" that counted roadside litter in the state. TDOT researched litter behaviors of Tennesseans with a statewide quantitative attitude and behaviors market study. Finally, TDOT held a series of focus groups in Nashville, Memphis, Chattanooga, and Knoxville to gather qualitative data about litter habits.

2016 TN Statewide Litter Study - Composition Results (All Samples, Litter Per Mile-Weighted)



The visible litter study used econometrics, which is a combination of primary (on site) and secondary (nearby conditions) data points to determine which factors result in significantly more or less litter. It was determined that litter is more likely to be present within three miles of a rest area by 187%. If there are damaged buildings nearby, the likelihood of litter increases by 68%. Litter is most likely to be present in close proximity to or on an exit ramp with an increase of 46%. Litter is also most likely to happen within one mile of a convenience store by 7%. The presence of graffiti increases the likelihood of litter being present by 279%.

The visible litter study also obtained more positive econometrics. It was determined that litter is less likely to be present on Tennessee Scenic Highways by 20%. Litter is also less likely to be present in construction and work zones by 58%. If the householders in a particular area moved in the 1990s the likelihood of litter to be present goes down by 22%. Litter is also less likely to be present in close proximity to a welcome sign by 42%.

The litter behavior study indicated that females might be littering more than males, so a separate study was conducted with focus groups of men and women. Researched indicated that most Tennesseans didn't think or care about littering – until they learned about cost and quantity. While there was a wide range of emotions displayed by Tennesseans after hearing the numbers, they all agreed the statistics needed to be heard by more citizens.

By simply telling Tennesseans the facts, they get to decide what it means to them. They may think of their favorite place in Tennessee covered in litter, or how that taxpayer money could be better spent. They might even feel guilt from remembering the last time they littered. A million different campaign messages can be delivered by just mentioning a couple of facts.



Nobody Trashes Tennessee



Tennesseans have a lot to be proud of: music, barbecue, beautiful state parks, the distinguished universities, the icons that call it home, and so much more. However, there is one thing we’re not proud of – our roadside litter. TDOT launched its new litter prevention campaign called “Nobody Trashes Tennessee” in June 2017. The brand displays the ugliness of litter and promotes the natural beauty of Tennessee. Those motifs are coupled with a sassy, southern attitude that’s not afraid to tell you how it is.

In launching the campaign, TDOT filmed a 30 second television spot, and embarked upon a summer statewide media tour featuring West Tennessee blues and Americana music singer/ songwriter Valerie June. In 2018, the campaign was able to garner even more celebrity support, joining with radio personality and author Bobby Bones, Tennessee Titans linebacker Brian Orakpo and country music singer/songwriter Cassadee Pope. These new partners attended photo shoots and recorded videos explaining their disapproval of litter behavior. Images were used on outdoor and out-of-home advertising devices across the state. Videos were shared on the campaign’s Facebook, Instagram and Twitter social media channels.

TDOT partnered with the Tennessee Department of Tourism Development to (TDTD) conduct ‘Clean out Your Car’ events at rest stops and welcome centers across the state. At the events, a ‘clean team’ was assembled to greet visitors, offer a quick floorboard vacuum or windshield squeegee, and distribute Nobody Trashes Tennessee branded car litter bags. The events were meant to highlight the abundance of roadside litter that originates from inside a vehicle. ‘Clean out Your Car’ events garnered significant local media coverage and were held in both November 2017 and May 2018.



INTRODUCING TRASHSQUATCH

NOBODY TRASHES TENNESSEE



Trashquatch and the Tri-Star Rangers

For years people have looked for a mythical creature that lives in the forest of Tennessee. They call him by many names, Big Foot, Yeti, Sasquatch, and more. This creature has remained hidden from humans for years, preferring a reclusive existence in the woods. But now, thanks to millions of pieces of litter filling his habitat, he has emerged. Going against his natural instincts, Trashsquatch tours across Tennessee to inspire litter prevention. Following the large creature are the Tri-Star Rangers, who help their friend navigate the human world and pass out free litter bags and other goodies.

In 2018, TDOT was proud to introduce the youth outreach character, Trashsquatch, as part of the Nobody Trashes Tennessee (NTT) campaign. The purpose of Trashsquatch is to encourage and empower young Tennesseans to become litter preventers in their communities.

Trashsquatch and the Tri-Star Rangers visit classrooms throughout Tennessee by surprising students during class—with teacher approval of course. These 10-minute “Surprise Trashsquatch” mini-presentations are ideal for the middle school age group and less disruptive for teachers. The team also offers a longer “NTT Pickup” game for gym or P.E. class. As part of their visit, Trashsquatch and the Tri-Star Rangers hand out NTT stickers, pencils, t-shirts and more!



Special Litter Grant

In November 2017, TDOT announced a new round of grant funding and requested applications for one-time, community based special litter projects. The announcement stated that the department would grant \$1.5 million to various county, municipal, nonprofit and civic partners in an effort to extend the reach of its Litter Grant programming. Tremendous interest was generated by the announcement as TDOT received 42 applications, totaling \$4,761,373.23 in requested funding.

Overall, 15 projects were selected for funding, which began on July 1, 2018 and will end on June 30, 2020 (FY2018 - 2020). These projects empower local litter law and covered load enforcement, create a greater connection between litter abatement and water quality, provide much needed cleanup resources and further the department’s “Nobody Trashes Tennessee” litter prevention campaign. A detailed breakdown of the projects, and the \$1,975,354.28 awarded, is included in the chart below.

Table 6: Special Litter Grant Projects	
Cumberland River Compact	(\$124,600) Conduct a ‘Clean Streams Initiative’ consisting of litter pickups and public education around littering near tributaries throughout the Cumberland River basin.
Southeast Tennessee Resource Conservation & Development Council	(\$191,464) Support an incentive-based cleanup program of trails and outdoor recreation areas, public spaces and rights of ways in the Tennessee, Hiwassee and Sequatchie River valleys.
Clean Memphis	(\$150,000) community cleanup efforts by neighborhood in the City of Memphis.
Lawrence County Government	(\$123,317) Monitor and cleanup illegal dumpsites in Lawrence County. Hire a litter enforcement officer with the Lawrence County Sheriff’s Office to investigate littering and prosecute cases.
Urban Green Lab	(\$200,000) Pilot a science-based curriculum emphasizing sustainability and waste reduction in Davidson, Hamilton, Knox and Shelby counties.
Kingsport Chamber Foundation	(\$95,012) Installation of Nobody Trashes Tennessee lettering on City of Kingsport trash trucks and signage at the Kingsport Farmer’s Market.
Tennessee Department of Environment & Conservation	(\$200,000) Collect, haul and grind into aggregate 36,000 tires illegally dumped in T. O. Fuller State Park (Shelby County) to be turned into a multi-use path.
Shelby County Government	(\$200,000) Support a summer ‘Flight Blight Team’ youth employment initiative.
Metro Nashville Public Works	(\$200,000) Conduct a community appearance inventory and engage neighborhoods in a litter prevention education and removal program.
Keep the Tennessee River Beautiful	(\$71,393) Coordinate with ‘Living Lands & Waters’ for 8 river cleanups, and partnership with marinas for marine debris tracking and dissemination of litter prevention educational materials for boaters.
Town of Tellico Plains	(\$65,160) Hire (2) two litter enforcement officers with the Town of Tellico Plains Police Department to investigate illegal dumpsites, prosecute litter offenders and lead cleanup efforts.
City of Chattanooga	(\$125,000) Purchase and installation of a litter trap on a stormwater retention basin at Citico Creek. Interpretive signage also being installed.
Chester County Government	(\$181,693) Installation of a litter and recycling classroom for school-aged children above the a regional recycling facility in Henderson, TN.
Boone Wasteland Partnership	(\$27,715) Partnership between the City of Johnson City and a non-profit for tire and debris pickups for Mill Creek, a tributary of Boone Lake.
Friends of City Beautiful	(\$20,000) Install litter prevention signage and produce an anti-litter instructional video for driver’s education students.

Conclusion

Tennessee’s transportation system is recognized as one of the best in the nation. Our roads lead to the places everyone loves. TDOT connects neighbors to neighbors, we connect families, and we connect workers with employers. Litter abatement is just one way that the Tennessee Department of Transportation is focused on stewardship and sustainability efforts to protect the drivers, natural beauty, and cultural resources of this great state.

Litter Hurts Our Quality of Life.

Litter impacts roadway safety. Not only is litter a hazard to drivers, it also presents a danger when mowing the right-of-way.

Litter impact community image and criminal activity. Litter can send an unintentional message that citizens do not care about their community which could foster other criminal activity endangering public safety and property value.

Litter impacts the health of the environment and water quality. Paper, plastic, and aluminum pose a threat to wildlife, soil, and water quality. Trash travels into storm drains with each rain event and flushes into local waterways. In fact, 18% of litter ends up in streams and waterways as pollution. Accumulated trash results in serious environmental contamination and can cause blockages that create hazardous flooding conditions.

Litter impacts potential income through tourism and business recruitment. Tennessee is a tourism friendly state and litter detracts from the scenic beauty of the state, which can have negative financial consequences for private enterprises and the state. A community with excessive litter may have a more difficult time recruiting new business and industry.

TDOT’s Litter Grant Program is an outstanding example of working with citizens, businesses, and government partners for the good of Tennessee. TDOT’s Highway Beautification Office is continually working to build new partnerships and initiate new outreach to educate Tennesseans that littering is preventable.

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