



TDOT
Department of
Transportation

2018



Annual Litter Grant Report





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March 29, 2018

Program Overview

As of December 31, 2016, there were 95,737 miles of public roads in Tennessee, 13,884 miles are maintained by the Tennessee Department of Transportation (TDOT) and 3,961 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 maintenance 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 11,300 tons of litter each year. Over the 34 year history of the program (1983 to 2017) this equates to the removal of more than 321,000 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, 2016 and ending June 30, 2017 (FY 2017).

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Accounting

In FY 2017, TDOT awarded Litter Grant contracts totaling \$4,500,000 to Tennessee county governments 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.

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

Table 1: FY 2017 Litter Grant Distribution		
COUNTY PICKUP \$2,913,500	COUNTY EDUCATION \$1,586,500	KTNB OUTREACH \$1,003,190
Total: \$5,503,190		

miles in the county. In FY 2017, \$1,586,500 went towards litter prevention 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 90% 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 \$1,003,190 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 14 for more information about Keep Tennessee Beautiful.



FY 2017 Litter Funding Distribution by County

Table 2: FY 2017 Litter Funding Distribution by County

Anderson _____	\$44,400	Hamilton _____	\$108,900	Morgan _____	\$33,700
Bedford _____	\$43,200	Hancock _____	\$33,700	Obion _____	\$41,500
Benton _____	\$34,800	Hardeman _____	\$38,600	Overton _____	\$37,100
Bledsoe _____	\$33,700	Hardin _____	\$40,400	Perry _____	\$33,700
Blount _____	\$62,400	Hawkins _____	\$47,500	Pickett _____	\$33,700
Bradley _____	\$55,000	Haywood _____	\$35,100	Polk _____	\$33,700
Campbell _____	\$40,800	Henderson _____	\$40,600	Putnam _____	\$49,700
Cannon _____	\$33,700	Henry _____	\$43,500	Rhea _____	\$35,100
Carroll _____	\$41,100	Hickman _____	\$41,300	Roane _____	\$44,400
Carter _____	\$42,400	Houston _____	\$33,700	Robertson _____	\$47,400
Cheatham _____	\$36,500	Humphreys _____	\$35,000	Rutherford _____	\$95,100
Chester _____	\$33,700	Jackson _____	\$33,700	Scott _____	\$33,700
Claiborne _____	\$41,000	Jefferson _____	\$44,300	Sequatchie _____	\$33,700
Clay _____	\$33,700	Johnson _____	\$33,700	Sevier _____	\$58,300
Cocke _____	\$41,100	Knox _____	\$144,600	Shelby _____	\$230,700
Coffee _____	\$43,800	Lake _____	\$33,700	Smith _____	\$33,700
Crockett _____	\$33,700	Lauderdale _____	\$35,300	Stewart _____	\$33,700
Cumberland _____	\$52,500	Lawrence _____	\$49,200	Sullivan _____	\$71,900
Davidson _____	\$154,600	Lewis _____	\$33,700	Sumner _____	\$70,300
Decatur _____	\$33,700	Lincoln _____	\$43,800	Tipton _____	\$44,700
Dekalb _____	\$33,700	Loudon _____	\$40,600	Trousdale _____	\$33,700
Dickson _____	\$45,400	Macon _____	\$35,600	Unicoi _____	\$33,700
Dyer _____	\$40,400	Madison _____	\$55,200	Union _____	\$33,700
Fayette _____	\$43,100	Marion _____	\$34,100	Van Buren _____	\$33,700
Fentress _____	\$34,000	Marshall _____	\$37,200	Warren _____	\$41,900
Franklin _____	\$42,300	Maury _____	\$54,400	Washington _____	\$61,000
Gibson _____	\$48,900	McMinn _____	\$46,900	Wayne _____	\$38,400
Giles _____	\$44,100	McNairy _____	\$39,900	Weakley _____	\$45,200
Grainger _____	\$34,500	Meigs _____	\$33,700	White _____	\$36,800
Greene _____	\$57,800	Monroe _____	\$44,900	Williamson _____	\$74,100
Grundy _____	\$33,700	Montgomery _____	\$70,600	Wilson _____	\$60,900
Hamblen _____	\$40,300	Moore _____	\$33,700	TOTAL _____	\$4,500,000



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.

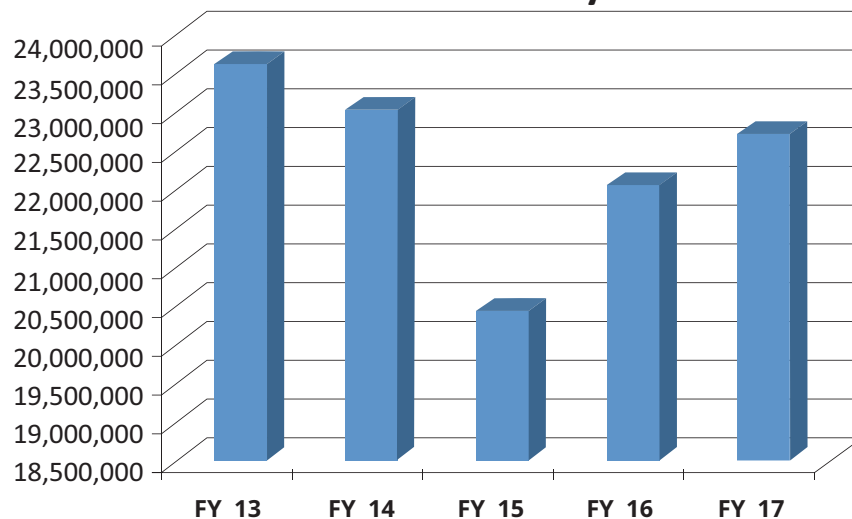
Through the FY 2017 Litter Grant Program, county governments removed nearly 23 million pounds of litter from over 950,000 miles of Tennessee roadways and 9 million pounds of that roadside debris was recycled. Additionally, county governments used funding from the Litter Grant Program to clean-up nearly 9,000 illegal roadside dumps in FY 2017.

The volume of litter removal in FY 2017 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 13	23,618,931.57	11,809.47
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

Pounds of Litter Removed by Fiscal Year



County governments used funding from the Litter Grant Program to cleanup more than 9,000 illegal roadside dumps in FY 2017.



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.

Table 4:
Litter Hotline Reports by Fiscal Year

Year	Reports
2013	3,082
2014	2,848
2015	2,646
2016	2,460
2017	2,272

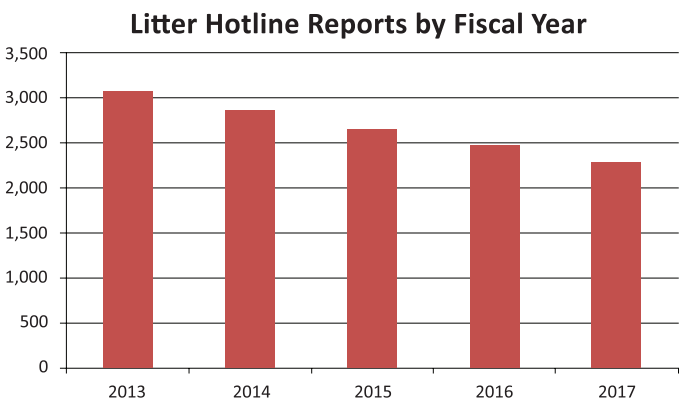
When citizens notify TDOT of a littering incident, a letter is mailed to the registered owner of the vehicle along with a Nobody Trashes Tennessee™ car trash bag or portable ashtray and other anti-litter information. The letter gently reprimands offenders by discouraging litter behavior and informing 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



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.

Robertson County



Robertson County launched a renewed campaign to counter the problem of illegal dumping by partnering with the community and the Robertson County Sheriff's Office. The combined effort encourages individuals and organizations to report areas with heavy litter and sites that are frequently used for illegal dumping. The Sheriff's Office charts and

monitors those sites using cameras, which enables them to better enforce litter laws and reduce the number of areas in the county used for illegal dumping.

Additionally, the Sheriff's Office has put great effort into community programs and education. Jerry White's Magical Entertainment visits schools, libraries, and senior citizen centers throughout the year on behalf of TDOT's Litter Grant Program and puts on a show that teaches an anti-litter message and responsibility for keeping Robertson County clean. Funding from TDOT's Litter Grant Program was also used to produce a commercial which airs on local news websites asking Robertson County citizens to do their part in keeping the county clean. Furthermore, Robertson County purchased a trailer and supplies to support county organizations and groups in coordinated cleanup efforts. By approaching the problem of litter in through partnership with the community, Robertson County is drastically reducing its amount of litter and will continue for years to come with the TDOT Litter Grant Program.



County Highlights (continued)

Weakley County

Weakley County uses its TDOT Litter Grant Program funds to educate the public and students on strategies to keep their county litter free and community beautiful. Weakley County partners with local Girl Scout organizations to assist in float design and construction for six local parades each year. Floats are made entirely of recycled materials and are entered into the Tatertown Parade in Gleason, Corn Music Festival in Sharon, Fire Prevention in Greenfield, Iris Festival in Dresden and the Soybean Festival in Martin. This year, Weakley County also participated in the Veterans Day parade in Martin. The floats feature the county's litter mascot, 'Sparkey' the squirrel, who also engages children at area library programs about the importance of not littering.

A central event to Weakley County's litter-free programming is the annual cleanup of two roads leading to Garratt Lake. The roads are highly-traveled by residents and visitors for fishing, and are littered heavily in summer months. Many volunteers from the area, along with the Girl Scouts, clean these roads to keep the trip to the lake more beautiful.



Students in Dresden Middle School, Gleason High School, and Westview High School also participate in the annual Recycle Bowl, which provides hands-on-experience in how to recycle paper and cardboard. The winner of the most recyclables collected is awarded a pizza party and a trophy for all their endeavors.

The Weakley County Litter Grant Program joins the Martin Beautiful Campaign each spring in helping to clean unsightly litter from area streets and roadsides. TDOT's Litter Grant Program furnishes volunteers with safety vests, trash grabbers, and trash bags for the event. It is a huge success with many volunteers each year.



The Weakley County Courthouse and Election Office partner with the Litter Program in recycling paper and cardboard, which is periodically picked up by the litter crew. This year, the Board of Education and all of the schools in Weakley County were taught how to recycle and dispose of items properly, in an effort to prevent trash on Tennessee roadways by educating students and their families.

Weakley County partners with a memorable Recycle Magic Show to educate K-5th grade students in the art of becoming litter-free citizens in their community. The Litter Program also challenges civic groups, church groups, and others by helping them coordinate cleanup events across the county. The Litter Grant Program furnishes all the items needed by volunteers to get the job done efficiently. Weakley County Litter Grant Program stands behind their slogan "You Are the Key, Keep Weakley County Litter Free."

County Highlights (continued)

Anderson County

Anderson County has been part of the TDOT Litter Grant Program for many years, skillfully leveraging state dollars to plant, nurture and grow local partnerships to prevent litter on Tennessee roadways. Measurable tons of trash has been removed from county roads through a long-standing partnership with the Anderson County Detention Facility, the courts, associated community service programs, staff from Anderson County's Solid Waste Department, and TDOT. Last year, the county increased its litter pick-up by supplementing programs via contracted services.



In FY 2017, Anderson County entered a contract with a local company to pick up litter along state routes. In a three-month period, the contracted service removed 9,740 pounds, or 4.87 tons of litter from state roadways. In addition, throughout FY 2017, Anderson County crews picked up 78,271 pounds, or 39.1 tons of litter from the roads.

Anderson County Government applied for TDOT's Special Litter Grant in 2013 and was awarded \$25,719 to cleanup nuisance illegal dumpsites. It also created an educational PSA, and a popular litter prevention website, www.litterfreeintennessee.org. The website offers information about convenience center locations and opportunities, the DO's and DON'Ts of recycling material, and regular updates to citizens and residents about recycling activities and events that are available for their participation. The site also offers online links and telephone information if citizens want to report litter in their neighborhoods or communities.

The educational PSA is being used to advertise a number of community events related to litter prevention and recycling. The PSA has been used in an ad campaign with a local news station, and is frequently included in the lineup for Anderson County's Local Public Access Television. TDOT's Special Litter Grant funds allowed Anderson County to hire and/or rent special equipment that was necessary to remove heavy items – including a boat – that had been illegally dumped in a remote area of the county.

Anderson County is always looking for ways to include the community in its litter prevention efforts, including partnerships with local organizations, such as Keep Anderson County Beautiful, to promote litter prevention and recycling at local events and in schools. Analysis of collected roadside litter sparked targeted educational programming at local schools in the areas with the greatest litter problems.

Anderson County has used the Litter Grant Program to bring neighborhoods and communities together. For instance, in the Cove Lane area, residents wanted to improve the quality of life in their community, and the Litter Grant Program enabled them to come together with the common purpose of regular litter pick up. From there, residents branched out to become a Neighborhood Watch Program that also dealt with eradicating and preventing drugs and litter in their community.

County Highlights (continued)

Roane County

Roane County uses Litter Grant funds to partner with several organizations to promote and educate citizens about litter reduction, litter prevention, and recycling in the county. The Litter Grant Education Coordinator and mascot, Garby the Garbage Can, can be seen at schools, community events, and communities for the elderly to emphasize and encourage these practices.

Roane County has partnered with the baseball team at Roane State Community College to “Strike Out Litter” and make all home games into litter-free events. It also provides Roane County an opportunity to promote student-athletes as peer role models in the community. Roane County believes that Litter Education starts at an early age and continues throughout adulthood. This year, Roane County used a rare event to reinforce our program goals; the campaign went provided every student in the Roane County School System a pair of solar eclipse glasses in exchange for bringing in 5 empty cans to be recycled. The Litter Grant Program believes that creatively using moments, like the eclipse, can lead to change and inspiration to create a lifestyle of litter reduction, litter prevention, and recycling. There are five high schools in the county that adopt the traditional football “Friday night mentality” of rivalry to help promote and sponsor community tailgate parties that are “litter free events.”



Roane County is also very active in the community and is highly-visible at local events and parades, traveling with an event trailer that is equipped with the necessary litter prevention equipment to enable organizations to make any occasion a “litter free event.” Roane County also works with assisted living communities to provide opportunities to recycle and reduce litter by participating in their events, such as the Festival of Trees, when residents decorate a



recycle tree to be displayed for everyone to see. Roane County also believes that the local government should be involved and partners with each elected official to place a recycle bin in their offices. It believes that the Litter Grant Program provides an opportunity to bring a positive change in communities and that litter prevention is one of the things that everyone can support and be involved in to keep Roane County clean and green.

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 2017 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 KAB's Great American Cleanup (GAC), National Planting Day, RecycleBowl, and America Recycles Day (ARD).

1. 2017 was another excellent year for the GAC in Tennessee! Every county in Tennessee held a cleanup event between March 1st and June 1st. Governor Haslam proclaimed March 2017 as Keep Tennessee Beautiful Month, and the annual GAC Kick-Off Event was held at the Conservation Hall at the Governor's mansion in Nashville. First Lady Crissy Haslam addressed attendees and presented the proclamation to KTnB Executive Director Missy Marshall. TDOT Commissioner John Schroer served as Keynote Speaker, and the second annual 'Love Where You Live' Award was presented to the Honorable Judge Larry E. Potter of Memphis. KTnB went on to lead TN volunteers to host several types of events, including: waterway cleanups; parks, neighborhoods and highway litter

Keep Tennessee Beautiful (continued)

pickups; recycling drives, including clothing and electronic waste drives; meth lab abatements; children and adult educational/awareness events; etc.

2. KTnB received a \$20,000 grant from KAB to participate in the 2017 Cigarette Litter Prevention Program, the third consecutive year participating in the program. This year, KTnB partnered with the Tennessee Department of Tourism to host the program at all 15 of the state's welcome centers. Five local affiliates (Keep Blount Beautiful, Keep Jonesborough Beautiful, Keep Morristown/Hamblen Beautiful, Keep Sevier Beautiful, Keep Scenic Cities Beautiful) and one non-affiliate (Town of Mason) have all reported reductions in the amount of cigarette litter exceeding the national average.

3. "Ready. Set. Grow!" is an annual 5K event which raises awareness about KTnB and its efforts to inspire Tennesseans to take action on litter prevention, recycling, and community beautification. All event proceeds go to the University of Memphis/KTnB Foundation, which fund scholarships for students studying environmental conservation and to community environmental education grants. The event was held in Lakeland at the Delta Blues Winery in April 2017. Keep Lakeland Beautiful partnered with KTnB on the event, which was attended by 70 runners and walkers.



4. KTnB also held events for National Planting Day, Recycle Bowl and America Recycles Day. Event kits were mailed to organizations holding events across the state. Four ARD events co-sponsored by KTnB were held at the University of Memphis. Recycle Bowl participants are recognized each spring and state winners are awarded monetary prizes.

5. KTnB continued to work with the Tennessee Valley Authority to clean up the Tennessee River as part of its Keep the Tennessee River Beautiful Campaign. This endeavor included cleanups at: Pickwick Landing State Park, Decatur, Knoxville, Land between the Lakes National Recreation Area, and Douglas Lake. These efforts have resulted in Keep the Tennessee River Beautiful becoming a Keep America Beautiful Affiliate, and the first water-based affiliate in the country.



ADOPT- -HIGHWAY

In addition to partnerships and grant work, 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 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 by calling TDOT's Highway Beautification Office at (615) 741-2877.



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 litter problem.



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 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.

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. Research 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.

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.



Through all of this research, TDOT began its new litter prevention campaign called "Nobody Trashes Tennessee." The new litter prevention brand promotes the natural beauty of Tennessee with a sassy, southern attitude that's not afraid to tell you how it is. TDOT launched the campaign in 2017 with a :30 television spot, billboards featuring Memphis singer/songwriter Valerie June and media appearances in each Grand Division.

In June 2017, TDOT coordinated and directed a statewide media tour to launch the Nobody Trashes Tennessee campaign. It garnered over 120 mentions across news articles, TV, radio, and social media and reached over 6 million people, earning an ad value of over \$55,000.



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 motorists that littering is preventable.





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Litter Hotline: 1-877-8-LITTER



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