

# TDOT Litter Grant Training Materials

Spring 2024





# TDOT Litter Grant Program 2024 Annual Training

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<b>Tuesday, March 26<sup>th</sup></b>	TDOT Region 4 Complex: 300 Benchmark Pl., <b>Jackson</b> , TN 38301 Administration Building Auditorium
<b>Thursday, April 4<sup>th</sup></b>	TDOT Region 2 Co.: 7512 Volkswagen Dr., <b>Chattanooga</b> , TN 37416 Administration Building Auditorium
<b>Friday, April 5<sup>th</sup></b>	TDOT Region 3 Complex: 6601 Centennial Blvd, <b>Nashville</b> , TN 37243 Administration Building Auditorium
<b>Wednesday, April 10<sup>th</sup></b>	TDOT Region 1 Complex: 7345 Regions Ln., <b>Knoxville</b> , TN 37914 Administration Building Auditorium

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<b>8:30 a.m.</b>	Registration (Light Breakfast Provided)
<b>9:00 a.m.</b>	Session 1: Program Overview & Updates <i>Mike McClanahan, Program Manager</i>
<b>9:50 a.m.</b>	Break
<b>10:00 a.m.</b>	Session 2: Reimbursement Requests & Common Reporting Mistakes <i>Susan Stokes, Financial Coordinator</i>
<b>10:50 a.m.</b>	Session 3: Proof of Payment for Commodities <i>Brittany Morris, Program Supervisor</i>
<b>11:40 a.m.</b>	Lunch Provided
<b>12:40 p.m.</b>	Session 4: Desk Audits <i>Mike McClanahan, Program Manager</i>
<b>1:30 p.m.</b>	Session 5: Concluding Remarks & Questions
<b>2:00 p.m.</b>	Dismissal



# Litter Grant Program Overview & Updates

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## Our Beautification Team



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## Our Program Areas

The slide displays seven logos for various programs. From top-left to bottom-right: 'KEEP TENNESSEE Beautiful' with a landscape icon; 'POLLINATOR HABITAT PROGRAM' with a bee icon; 'Tennessee SCENIC BYWAYS' with a bird icon; 'TENNESSEE ADOPT-A-HIGHWAY' with a road icon; 'NOBODY TRASHES TENNESSEE' with a trash can icon; 'LITTER GRANT PROGRAM' with a circular seal; and 'LITTER HOTLINE 1-877-8LITTER' with a star icon.

**TDOT**  
Department of Transportation

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## Grant Overview

- TCA § 67-4-402 & TCA § 57-5-201: special sales tax on soft drinks & malt beverages to TDOT to fund litter abatement-related activities.
- Renewed by General Assembly every 6 years.
- Renewed in FY22.
- FY25 and 3 more fiscal years.

**TDOT**  
Department of Transportation

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## Grant Overview



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## Current Invoicing Issues

- Proof of payment required for commodities.
  - Better fits existing grant language
  - F&A concerns over local government internal controls, paying vendors in a timely manner



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## Current Invoicing Issues

- Proof of payment required for commodities.
  - For TDOT: Added to left to invoice packets. More to review. More to keep track of. Denials in Edison.
  - For Grantees: Asking county trustee for supplements. Longer to submit to TDOT. Longer to get reimbursement.



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## Current Invoicing Issues

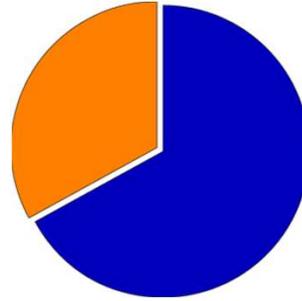
- TDOT's Backlog of invoices
  - In total, approaching 350.
  - Less than 200 are ready to be entered into Edison. Additional review for proof of payment and other F&A confirmations need to take place.
- Added Connie Stafford. [Connie.Stafford@tn.gov](mailto:Connie.Stafford@tn.gov).



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## Current Invoicing Issues

- TDOT chose not to make substantive changes to the grant program this year. **Is that okay?**
- Getting caught up
  - 1/3 – trained grantees; better submittals
  - 2/3 – TDOT improving internal processes; cutting corners



## Proof of Payment Point of Contact

**TERYN MCNEAL, CPA , CGFM**  
 Department Controller  
 Department of Finance & Administration  
 TDOT Central Accounting  
 James K. Polk Bldg., 8th Floor  
 505 Deaderick St., Nashville, TN 37243  
 p. 615-741-8768  
[teryn.mcneal@tn.gov](mailto:teryn.mcneal@tn.gov)

# Litter Grant Cover Sheet Changes




**TDOT Litter Grant Program**  
Department of Transportation  
Reimbursement Request Cover Sheet

County: Roane Nov-23

Date Prepared: 19-Jan-24  
 Invoice Number: 224ROANE NOVEMBER  
 Contract Number: 224L1923  
 Project Number: 73590492404  
 Supplier ID/Edition ID number: 908000046  
 Speed Sheet Number: TX0031151  
 FY-24 Total Grant Amount: \$51,800.00

Remittance Address: Trustee Roane County  
 Roane County  
 P. O. Box 296  
 Kingston, TN 37763

	Monthly Amnt.	AMOUNTS PREVIOUSLY INVOICED	GRANT BALANCE
Schedule 1: Salaries and Benefits Cost	\$ 451.4	\$ 1,971.88	2,423.32
Schedule 2: Direct Cost			-
Schedule 3: Education Cost		\$ 148.50	148.50
<b>Total Amount Due</b>	<b>\$ 451.4</b>	<b>\$ 2,120.38</b>	<b>\$49,228.18</b>

A Schedule Sheet, progress report and all supporting documentation is attached.

**Payment Amount: \$451.44**

I certify that, promotional items purchased with funds from the Litter Grant must be approved by TDOT staff or be included in the pre-approved items list found in the Litter Grant Manual. Items must display both a litter prevention message and promotion of the Highway Trustee's Tennessee campaign or indicate sponsorship by the Tennessee Department of Transportation. I certify that travel has been pre-approved by TDOT, and expenses are in compliance with State of Tennessee Comprehensive Travel Regulations. I certify that the above amounts, supporting documents, and progress reports attached to be accurate and true.

Signature:  (REQUIRED)  
 Name: Billie M. Hester / Phone: (615) 772-4772



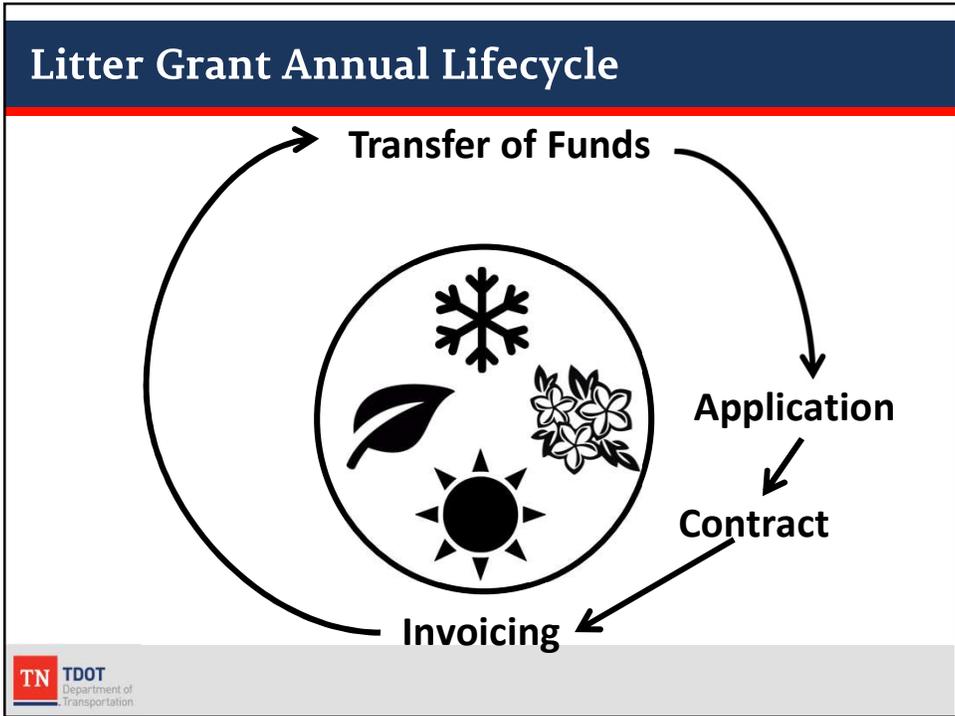
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# Potential Alternatives

- Have 1 annual invoice from a Litter Grant education provider (ex. Keep Sevier Beautiful)
- Limit purchase of commodities to 1 time a year, or never
- Local program could reimburse for Salaries & Benefits only



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### Applications

TDOT requires county governments to submit ~~four~~ **three** documents as part of the grant application package:



- 1) ~~Resolution~~
- 2) Work Plans
- 3) Education Plan
- 4) Litter Grant Budget

TN TDOT Department of Transportation

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## Question

**Are counties okay with removing the legislation resolution from the annual application process?**



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## Application Submittal



Send completed applications  
to Susan Stokes at:

[Susan.Stokes@tn.gov](mailto:Susan.Stokes@tn.gov)



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# Application Deadline



Completed applications  
must be received by  
TDOT by **May 31<sup>st</sup>**.



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FY25 Grant Amounts		County	Tier	% to Education	Total	Salary + Direct Cost	Education
		Anderson	III	0.3	\$ 52,100	\$ 36,470	\$ 15,630
		Bedford	II	0.25	51,900	\$ 38,925	\$ 12,975
		Benton	II	0.25	44,200	\$ 33,150	\$ 11,050
		Bledsoe	I	0.2	44,200	\$ 35,360	\$ 8,840
		Blount	III	0.3	74,000	\$ 51,800	\$ 22,200
		Bradley	III	0.3	65,300	\$ 45,710	\$ 19,590
		Campbell	II	0.25	47,700	\$ 35,775	\$ 11,925
		Cannon	I	0.2	44,200	\$ 35,360	\$ 8,840
		Carroll	III	0.3	48,800	\$ 34,160	\$ 14,640
		Carter	III	0.3	49,700	\$ 34,790	\$ 14,910
		Cheatham	II	0.25	44,200	\$ 33,150	\$ 11,050
		Chester	I	0.2	44,200	\$ 35,360	\$ 8,840
		Claiborne	II	0.25	48,500	\$ 36,375	\$ 12,125
		Clay	I	0.2	44,200	\$ 35,360	\$ 8,840
		Cocke	II	0.25	48,800	\$ 36,600	\$ 12,200
		Coffee	III	0.3	52,500	\$ 36,750	\$ 15,750
		Crockett	I	0.2	44,200	\$ 35,360	\$ 8,840
		Cumberland	III	0.3	63,000	\$ 44,100	\$ 18,900
		Davidson	IV	0.35	188,500	\$ 122,525	\$ 65,975
		Decatur	I	0.2	44,200	\$ 35,360	\$ 8,840
		DeKalb	I	0.2	44,200	\$ 35,360	\$ 8,840
		Dickson	III	0.3	54,400	\$ 38,080	\$ 16,320
		Dyer	II	0.25	47,200	\$ 35,400	\$ 11,800
		Fayette	II	0.25	51,600	\$ 38,700	\$ 12,900
		Fentress	I	0.2	44,200	\$ 35,360	\$ 8,840
		Franklin	II	0.25	50,300	\$ 37,725	\$ 12,575
		Gibson	III	0.3	57,500	\$ 40,250	\$ 17,250
		Giles	III	0.3	52,200	\$ 36,540	\$ 15,660
		Grainger	II	0.25	44,200	\$ 33,150	\$ 11,050
		Greene	III	0.3	67,400	\$ 47,180	\$ 20,220
		Grundy	I	0.2	44,200	\$ 35,360	\$ 8,840
		Hamblen	III	0.3	47,600	\$ 33,320	\$ 14,280

Bradley (-\$100)  
Coffee (-\$100)  
Davidson (-\$100)  
Dyer (-\$100)  
Hamblen (-\$100)

Overall 16 counties changed  
-\$100 to \$800



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FY25 Grant Amounts		County	Tier	% to Education	Total	Salary + Direct Cost	Education
Hamilton (-\$100) Hardeman (\$800) Lawrence (-\$100) Lincoln (-\$100) Monroe (-\$100) Montgomery (-\$100)	Hamilton	IV	0.35	127,400	\$ 82,810	\$ 44,590	
	Hancock	I	0.2	44,200	\$ 35,360	\$ 8,840	
	Hardeman	II	0.25	46,500	\$ 34,875	\$ 11,625	
	Hardin	II	0.25	48,200	\$ 36,150	\$ 12,050	
	Hawkins	II	0.25	55,500	\$ 41,625	\$ 13,875	
	Haywood	II	0.25	44,200	\$ 33,150	\$ 11,050	
	Henderson	II	0.25	48,800	\$ 36,600	\$ 12,200	
	Henry	III	0.3	51,400	\$ 35,980	\$ 15,420	
	Hickman	II	0.25	48,900	\$ 36,675	\$ 12,225	
	Houston	I	0.2	44,200	\$ 35,360	\$ 8,840	
	Humphreys	II	0.25	44,200	\$ 33,150	\$ 11,050	
	Jackson	I	0.2	44,200	\$ 35,360	\$ 8,840	
	Jefferson	II	0.25	52,700	\$ 39,525	\$ 13,175	
	Johnson	I	0.2	44,200	\$ 35,360	\$ 8,840	
	Knox	IV	0.35	171,400	\$111,410	\$ 59,990	
	Lake	I	0.2	44,200	\$ 35,360	\$ 8,840	
	Lauderdale	II	0.25	44,200	\$ 33,150	\$ 11,050	
	Lawrence	III	0.3	58,400	\$ 40,880	\$ 17,520	
	Lewis	I	0.2	44,200	\$ 35,360	\$ 8,840	
	Lincoln	III	0.3	52,000	\$ 36,400	\$ 15,600	
	Loudon	II	0.25	49,200	\$ 36,900	\$ 12,300	
	McMinn	III	0.3	44,200	\$ 30,940	\$ 13,260	
	McNairy	II	0.25	63,200	\$ 47,400	\$ 15,800	
	Macon	II	0.25	44,200	\$ 33,150	\$ 11,050	
	Madison	III	0.3	45,100	\$ 31,570	\$ 13,530	
	Marion	II	0.25	67,700	\$ 50,775	\$ 16,925	
	Marshall	II	0.25	55,100	\$ 41,325	\$ 13,775	
	Maury	III	0.3	47,400	\$ 33,180	\$ 14,220	
	Meigs	I	0.2	44,200	\$ 35,360	\$ 8,840	
	Monroe	III	0.3	53,100	\$ 37,170	\$ 15,930	
	Montgomery	III	0.3	91,200	\$ 63,840	\$ 27,360	
	Moore	I	0.2	44,200	\$ 35,360	\$ 8,840	

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FY25 Grant Amounts		County	Tier	% to Education	Total	Salary + Direct Cost	Education
Overton (-\$100) Rutherford (-\$100) Williamson (\$400) Wilson (\$100)	Morgan	I	0.2	44,200	\$ 35,360	\$ 8,840	
	Obion	III	0.3	48,800	\$ 34,160	\$ 14,640	
	Overton	II	0.25	44,500	\$ 33,375	\$ 11,125	
	Perry	I	0.2	44,200	\$ 35,360	\$ 8,840	
	Pickett	I	0.2	44,200	\$ 35,360	\$ 8,840	
	Polk	II	0.25	44,200	\$ 33,150	\$ 11,050	
	Putnam	III	0.3	59,200	\$ 41,440	\$ 17,760	
	Rhea	II	0.25	44,200	\$ 33,150	\$ 11,050	
	Roane	III	0.3	51,800	\$ 36,260	\$ 15,540	
	Robertson	III	0.3	56,600	\$ 39,620	\$ 16,980	
	Rutherford	III	0.3	124,000	\$ 86,800	\$ 37,200	
	Scott	I	0.2	44,200	\$ 35,360	\$ 8,840	
	Sequatchie	I	0.2	44,200	\$ 35,360	\$ 8,840	
	Sevier	III	0.3	69,600	\$ 48,720	\$ 20,880	
	Shelby	IV	0.35	251,100	\$163,215	\$ 87,885	
	Smith	I	0.2	44,200	\$ 35,360	\$ 8,840	
	Stewart	I	0.2	44,200	\$ 35,360	\$ 8,840	
	Sullivan	III	0.3	81,300	\$ 56,910	\$ 24,390	
	Sumner	III	0.3	87,800	\$ 61,460	\$ 26,340	
	Tipton	II	0.25	52,200	\$ 39,150	\$ 13,050	
	Trousdale	I	0.2	44,200	\$ 35,360	\$ 8,840	
	Unicoi	I	0.2	44,200	\$ 35,360	\$ 8,840	
	Union	I	0.2	44,200	\$ 35,360	\$ 8,840	
	Van Buren	I	0.2	44,200	\$ 35,360	\$ 8,840	
	Warren	II	0.25	49,900	\$ 37,425	\$ 12,475	
	Washington	III	0.3	72,100	\$ 50,470	\$ 21,630	
	Wayne	II	0.25	45,500	\$ 34,125	\$ 11,375	
	Weakley	III	0.3	52,800	\$ 36,960	\$ 15,840	
	White	II	0.25	44,200	\$ 33,150	\$ 11,050	
	Williamson	III	0.3	98,700	\$ 69,090	\$ 29,610	
	Wilson	III	0.3	78,100	\$ 54,670	\$ 23,430	

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## Question

**Are counties okay with how TDOT apportions Litter Grant Education funding? Would you support an alternative method?**



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## Contract



TDOT will send you a copy of your contract:

- for local signature after **June 1**,
- and a fully executed contract sometime after **July 1**.



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## Upcoming Trainings

- Summer 2024
  - Resources added back to website <http://www.tn.gov/tdot/LitterGrant>
  - Additional training for Coordinators, Educ.
- Fall 2025
  - Litter Grant Education Summit
- Follow Nobody Trashes Tennessee



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## Question



**Mike McClanahan**

**(615) 741-0803**

**[Michael.McClanahan@tn.gov](mailto:Michael.McClanahan@tn.gov)**



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## Litter Grant Reimbursement Requests Tips & Tricks 2024

Susan Stokes, Financial Coordinator | Highway Beautification Office

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### Time Frame - Monthly Due Date

- Invoices are due **on the 15th** of **every month** for which reimbursement is requested
- Submit all Litter Grant invoices to:  
[tdot.hbo.invoices@tn.gov](mailto:tdot.hbo.invoices@tn.gov) as one .pdf file
- If no work was performed during the month, recipients **are still required to** send a progress report indicating such
- All previous months must be submitted before payment can be authorized for a following month





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## Time Frame

### Fiscal Year End Due Date

- **ALL FY-24 Litter Grant invoices must be submitted no later than September 30, 2024 or you will not be reimbursed. The majority of the county's have done an excellent job submitting invoices in a timely manner.**
- According to the Litter Grant Contract, Section C.7., a county has ninety (90) days from the end of the FY June 30, 2024, to submit remaining invoices or you will not be reimbursed. **Deadline is September 30, 2024 to submit late invoices.**

C.7. Disbursement Reconciliation and Close Out. The Grantee shall submit any final invoice and a grant disbursement reconciliation report within ninety (90) days of the Grant Contract end date, in form and substance acceptable to the State.




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## Monthly Invoice Checklist

1. **TDOT Litter Grant Reimbursement Request Form (Cover Sheet)**
2. **Schedule Sheet**
3. **Monthly Progress Report & Education Sheet**
4. **A Roads List**
5. **Litter Grant Timesheets - Signed**
6. **Schedule 2 & 3 Receipts/Invoices**
7. **Schedule 2 & 3 Proof of Payments (Canceled/Cleared/Cashed Checks)**
8. **Schedule 3 Actual Photos of Educational/Promotional Items with TDOT Litter Message**






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# Monthly Progress Report

**TDOT LITTER GRANT PROGRAM  
ENVIRONMENTAL DIVISION  
SUITE 408, J. N. POLK BUILDING  
86 DEADERICK STREET  
NASHVILLE, TENNESSEE 37243-6333**

**Monthly Progress Report: MONTH OF SEPTEMBER 2023.**

**COUNTY OF POLK**

LGP Administrator: William Wallace Phone #423-338-4330  
 Collection Contact: Phone #  
 Education Contact: William Wallace Phone #423-338-4330  
 Prepared by: Carria Lowe Phone #423-338-4327

EMAIL ADDRESS: nobodytrashestennessee@yahoo.com

**I. LITTER COLLECTION SECTION:**

Collection personnel are Litter Grant Director & volunteers (academic, nonacademic, every employee)

Total number of people working on collecting during the month? 28  
 (ADD TOGETHER THE NUMBERS OF PERSONNEL FOR EACH DAY. FOR EXAMPLE: 3 WORKERS FOR 5 DAYS = 3 WORKERS X 5 DAYS = 15 (15 WORKERS))

Total county roadside miles covered during the month? 61  
 Total state roadside miles covered during the month? 5

List of people: Susan Cope, Tracy Hill, Morrison View, Hwy 30, Columbia, Debra, Oak Crest, Broadway, Dentville, J. Wilson, Elwood, Grassy Creek.

How many total pounds (lbs.) of litter were collected: 3,980  
 (FROM ROADSIDE COLLECTIONS ONLY)

How many pounds of recycling material were collected: (FROM ROADSIDE COLLECTIONS ONLY)

aluminum # lbs. \_\_\_\_\_ glass # lbs. \_\_\_\_\_ paper # lbs. \_\_\_\_\_ other # lbs. \_\_\_\_\_ total # lbs. \_\_\_\_\_

Illegal dump sites picked up: \_\_\_\_\_

Litter infractions for the month:

warning tickets # \_\_\_\_\_ citations # \_\_\_\_\_ convictions # \_\_\_\_\_ other # \_\_\_\_\_

**II. LITTER EDUCATION SECTION:**

List any local organizations that partnered with LGP during the month:  
 Buck Bald Brewery & The Herring Group & Digging Copy

Number of volunteers involved with LGP projects during the month: 11

Number of volunteer hours: 10

List any donations of materials, goods or services for LGP projects received during the month:

What was the value of the donations: \_\_\_\_\_

Please attach samples of educational or awareness materials used  
 (brochures, handouts, flyers, etc.) to volunteers, education sites, other LGP activities, and "Before & After" photos. Please include any newspaper clippings about your LGP.

REVISED JULY 2013 088





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# Education Sheet

**III. LITTER GRANT PROCESSING**

**\*\*\*\*Please return Monthly Progress Report and Invoice and Schedule Sheets for reimbursements by the 15<sup>th</sup> of the next month\*\*\*\***

Student Education: \$ 249.73 spent.  
 Worked on getting educational advertisement items together for the 9/11 program and handed those out to the kids at the courthouse event. Worked on organizing the nobody trashes to educational events to be held at the local schools presented by magician, Jerry White. Attended the Besties Elementary educational litter program show presented by Jerry White, magician.

Public Education: \$ \_\_\_\_\_ spent.

Media Education: \$ \_\_\_\_\_ spent.

Business Education: \$ \_\_\_\_\_ spent.

Government Education: \$ \_\_\_\_\_ spent.

**TOTAL \$ 249.73 EDUCATION**  
**\*\*\*This total has to match Schedule 3 total for Education\*\*\***

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# County Roads List

Litter Activity Report 11-01-2023 thru 11-30-2023

Road Name	Date	Miles	Signs	Dumps	Road Name	Date	Miles	Signs	Dumps
ADA COATE RD	11-01-2023	0.43			ORLEANS COUNTY WEST	11-14-2023	0.46		
CLARK HOLLOW RD	11-01-2023	0.01			FINE TRICHETT	11-14-2023	0.19		
DETOE CREEK RD	11-01-2023	0.37			RISEBOROUGH COUNTY WEST	11-14-2023	0.11		
KEEN HOLLOW RD	11-01-2023	0.40			RISEBOROUGH COUNTY WEST	11-14-2023	0.11		
ROTTY PIPPY RD	11-01-2023	0.18			VALLEY RIDGE DR E.	11-14-2023	0.14		
CHALKLEY RIDGE RD	11-04-2023	0.02			VALLEY RIDGE DR W.	11-15-2023	0.14		
CHALKLEY BRIDGE RD	11-04-2023	0.70			ANTLER LANE	11-15-2023	0.11		
FORBES COUNSEL RD	11-04-2023	0.80			CHATEL RIDGE RD	11-15-2023	0.45		
J.W. THOMPSON RD	11-04-2023	0.97			EDENWOOD DR	11-15-2023	0.14		
MT. CUCHE RD	11-04-2023	1.03			JOE WALLER DR	11-15-2023	0.24		
FREDDY RD	11-04-2023	1.14			JOHN DAVIS RD	11-15-2023	0.44		
BARB CANTY RD	11-04-2023	1.70			LARRY BROWN RD	11-15-2023	0.40		
GALDES HILL RD	11-07-2023	1.80			MORTY BOWLING RD	11-15-2023	0.34		
LOUIS TUTTLE RD	11-07-2023	0.94			W. JOHN DAVIS RD	11-15-2023	0.40		
PEA RIDGE RD	11-07-2023	1.68			CITY PARK RD	11-16-2023	0.31		
SMY TUTTLE RD	11-07-2023	0.48			E. GARNETTE CREEK RD.	11-16-2023	1.00		
W. GARNETTE CREEK RD	11-07-2023	0.13			SEA BROWN RD	11-16-2023	0.97		
APLIN BRANCH RD	11-08-2023	0.10			GRANGE ARLINE RD	11-24-2023	1.10		
CANDY BRANCH RD	11-08-2023	0.96			BRIDGE RD	11-27-2023	0.12		
AMDIS COURT	11-08-2023	0.18			FLOYD GREGORY RD	11-27-2023	1.09		
WILSON COURT	11-08-2023	0.10			BRIDGE RD	11-27-2023	0.44		
WELLS ROAD	11-08-2023	0.20			FOX GLEN	11-28-2023	0.17		
ONE GRINE COUNSEL ROAD	11-10-2023	1.28			LARRY BROWN RD	11-28-2023	0.47		
APLIN BRANCH RD	11-10-2023	0.53			HORTON BROWN	11-28-2023	0.10		
BLANCH TROTTER RD	11-10-2023	1.97			PHENIX LANE	11-28-2023	0.76		
BLANCH TROTTER RD	11-10-2023	1.74			BO AVONDA	11-28-2023	0.10		
LACKEY RD	11-10-2023	0.17			DAVE BRADLEY RD	11-29-2023	1.47		
LAMBERT RD	11-10-2023	0.80			BERRY BRADLEY RD	11-29-2023	1.10		
S. MORTON RD	11-10-2023	0.17			JERRY GILLIAM RD	11-29-2023	0.09		
ANDREWS COURT	11-10-2023	0.04			JOHN BUTLER RD	11-29-2023	0.48		
TOM WARDEN DRIVE	11-10-2023	0.14			JOHN BRADLEY RD	11-29-2023	0.84		
BRIDGEMAN WAY	11-10-2023	0.64			LADY CANTON RD	11-29-2023	0.24		
JACK COURT	11-10-2023	0.08			PROFFER RD	11-29-2023	0.74		
OSWELL COURT	11-10-2023	0.11			WINDSOR LANE	11-29-2023	0.74		
WOLFE TRAIL	11-10-2023	0.00			FLOYD GRAYES RD	11-30-2023	0.42		
AMON BROWN	11-10-2023	0.10			WORLD RD	11-30-2023	1.14		
BOYD BRIDGE RD	11-14-2023	0.45			OLD PARFIELD RD	11-30-2023	0.11		
E. CALVERT COURT	11-14-2023	0.11			OLD HWY 53 BY CRY THROUGH	11-30-2023	0.04		
E. JOHN DAVIS RD	11-14-2023	0.43			BUCK GREENWAY RD	11-30-2023	0.14		
EMM RD	11-14-2023	0.44							
LAKE RD	11-14-2023	0.44							
LAKE WINDSORLAND RD	11-14-2023	0.85							
WICK HOLLOW RD	11-14-2023	0.43							
ORLEANS COUNTY EAST	11-14-2023	0.13							



TOTALS FOR 11-01-2023 thru 11-30-2023  
44.41 MILES - 3 DUMPS






# Annual Governor's Report



2023

## LITTER GRANT ANNUAL REPORT

Tennessee Department of Transportation | Programs Report



TN TDOT  
Department of Transportation



**LITTER GRANT PROGRAM**

## Litter Grant Time Sheet

Schedule 1 & 3

**TDOT LITTER GRANT PROGRAM**  
 Timesheet  
 Month: SEPTEMBER  
 Date: 10/20/23  
 County Name: Polk

Employee Name: WILLIAM WALLACE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Total	
Program/Leading Source/Day																																	
County Hours Worked																																	
Litter Hours Worked																																	
Educational Hours Worked																																	
Annual Leave																																	
Sick Leave																																	
Holiday																																	
Total Worked on Litter Grant																																	143.00

Supervisor Signature: *Robert M. [Signature]*  
 Employee Signature: *William Wallace*

\*\*\*Litter Grant Program hours worked must match your payroll time sheets. This WILL be verified by TDOT External Audit.  
 County Hours Worked: 8:00  
 Total Hours worked on Litter Grant: 143.00

Litter Grant Program does not pay for the following hour types:  
 Annual Leave: 8:00  
 Sick Leave: 8:00  
 Holiday: 8:00

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**LITTER GRANT PROGRAM**

## Proof of Payment (Check Stub & Cashed Check)

**Schedule 2**

ACCOUNT NO.	ACCOUNT NAME	CHECK NO.	AMOUNT
10781920	PPR - FISH - 0275	1002318	824.33
10781920	PPR - FISH - 0275	1002319	237.74
10781920	PPR - FISH - 0275	1002320	9816.26
10781920	PPR - FISH - 0275	1002323	140.12

Cash Account: 11140 POLK COUNTY ROAD DEPT. 10/04/2023 11018.45

**PAID**  
OCT 4 2023  
Initial: *lp*

Cash Account: 11140 POLK COUNTY ROAD DEPT. 10/04/2023 11018.45

**01037003**

TO THE TRUSTEE OF POLK COUNTY, TENNESSEE  
 BENTON, TN 37627  
 WITH AFTER 90 DAYS

\*\*\*\*\*11,018 DOLLARS AND 45 CENTS

PAY TO THE ORDER OF: POLK COUNTY ROAD DEPT., Benton, TN 37627

DATE: 10/04/2023  
 CHECK NO: 01037003  
 AMOUNT: \$11,018.45

*Robert M. [Signature]*  
*William Wallace*

**Builtwell BANK**

Account: DDAX0018  
 Date: 11/22/2023

FOR DEPOSIT ONLY  
 NON-NEGOTIABLE  
 VOID AFTER 90 DAYS

THIS DOCUMENT IS PRINTED ON COLORED PAPER, HAS AN INTRAVOLYKINK FEATURE AND A DIGITIZED WATERMARK ON BACK.

131-44135

**01037003**

TO THE TRUSTEE OF POLK COUNTY, TENNESSEE  
 BENTON, TN 37627  
 WITH AFTER 90 DAYS

\*\*\*\*\*11,018 DOLLARS AND 45 CENTS

PAY TO THE ORDER OF: POLK COUNTY ROAD DEPT., Benton, TN 37627

DATE: 10/04/2023  
 CHECK NO: 01037003  
 AMOUNT: \$11,018.45

*Robert M. [Signature]*  
*William Wallace*

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## Travel Claims

- The Travel Claim Form is no longer required by the Highway Beautification Office.
- Standard Conferences that are approved to attend are:
  - TN Environmental Network Show of the South (TNSOS) May 15-17, 2024 Chattanooga Convention Center, Chattanooga, TN
  - TN Recycling Conference (TRC) Tennessee Sustainability Conference August 21-23, 2024 Park Vista Hotel, Gatlinburg, TN
  - TN Solid Waste Director's Association (TSWDA), Keep Tennessee Beautiful/Keep America Beautiful if you are an affiliate
- Travel Expenses: Mileage (Google Maps), Per Diem Meals, Lodging
- Requirements:
  - Registration Forms
  - Conference Agendas
  - Hotel Receipts (\$0.00 Balance)
- Reimbursement for a Travel Day is 75% of the Full Amount
- <https://www.gsa.gov/travel/plan-book/per-diem-rates> or
- <https://www.perdiem101.com/conus>

Mileage Increased on January 1<sup>st</sup>, 2024 from \$0.655 to \$0.67  
 Per Diem – Government Rates: (Travel Day is 75% of Per Diem Rate)  
 Per <https://www.tn.gov/finance/rd-doa/fa-travel.html>




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## Required Documentation

- TDOT Litter Grant Reimbursement Request Form – Signed
- The Schedule Sheet
- The Monthly Progress Report & Education Sheet
- A Roads List
- Supervisor's & Employee's Names & Signatures on the Litter Grant Timesheets
- Proof of Payments (Canceled/Cashed Checks) for Schedule 2 & 3 Commodities
- Actual Photo(s) of Educational/Promotional Items: Newspaper/Magazine Advertisements/Sponsorship Signs/Billboard Signs with the TDOT Litter Message




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## What's New?

- As of January 1, 2024, the State Mileage Rate increased from \$0.655 to \$0.67 per mile
- <https://www.tn.gov/finance/rd-doa/fa-travel.html>
- Travel Expenses such as Mileage (Google Maps), Per Diem and Lodging
- A Roads List with your County Name, Month & Miles Listed is Required
- Per Diem - Reimbursement for a Travel Day is 75% of the Full Amount
- <https://www.gsa.gov/travel/plan-book/per-diem-rates> or
- <https://www.perdiem101.com/conus>
- Coming Soon in Mid-July! The New REVISED Litter Grant Reimbursement Request Form




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## Other Tips & Tricks

- #1. Submit Only the Missing Pages & Not the whole invoice to me at [susan.stokes@tn.gov](mailto:susan.stokes@tn.gov)
- #2. Litter Grant Reimbursement Request Form's Amounts must match the Schedule Sheet
- #3 Employee's Litter Pickup Hours Worked on the Timesheet must be the same as the Employee Litter Pickup Hours on the Schedule Sheet
- #4 A Road's List must be Included
- #5 The Supervisor's & Employee's Names & Signatures must be on the Timesheets
- #6 All Pages must be Scanned and submitted as one .PDF file to [tdot.hbo.invoices@tn.gov](mailto:tdot.hbo.invoices@tn.gov)
- #7 Remove All Private Personal Information (PPI):  
Employee I.D.#s, Home Addresses, Social Security#s, Vehicle License Tag#s, Vehicle Vin#s,  
Bank Account#s & Bank Routing#s




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## Review in Litter Grant 2024

- Please submit All Proof of Payments (Canceled/Cleared/Cashed Checks) with the Invoice
- Please submit All Actual Photos of the Educational/Promotional Items, Advertisements/Sponsorships with the Invoice
- Please submit ALL Litter Grant Invoices as one .pdf file to: [tdot.hbo.invoices@tn.gov](mailto:tdot.hbo.invoices@tn.gov)  
For Ms. Connie Stafford (our Ragan Smith Consultant) to Date Stamp: Received
- Please submit Only Questions/Concerns or Responses to [susan.stokes@tn.gov](mailto:susan.stokes@tn.gov)
- Last Day of FY23-24 Litter Grant is June 30, 2024
- Last Day to submit a FY23-24 Litter Grant Invoice is September 30, 2024




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## Thank You!

**Thank You very much  
for your participation & partnering with  
TDOT to keep our roadways clean!**



**Susan Stokes** / TPM2, Financial Coordinator  
Environmental / Highway Beautification Office  
James K. Polk Building, 4<sup>th</sup> Floor  
505 Deaderick Street  
Nashville, TN 37243-0333  
Phone: (615) 770-3902  
[Susan.Stokes@tn.gov](mailto:Susan.Stokes@tn.gov)  
[tdot.hbo.invoices@tn.gov](mailto:tdot.hbo.invoices@tn.gov)





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# Proof of Payment

Brittany Morris, Highway Beautification Office Program Supervisor

1

## What is Proof of Payment?

- **Proof of Payment is valid evidence that a payment has been made to a vendor.**
- **Only required for purchases of commodities for Schedule 2 (Direct Costs) & Schedule 3 (Education) items.**



2

## Why is Proof of Payment Needed?

- **Definitive proof that the 'ask' for reimbursement for commodity items allowed under the Litter Grant was purchased and paid for.**
- **Example: EnviroMedia**



## What is considered acceptable P.O.P?

- **Cancelled or Cleared Checks**
- **Credit Card Statement showing purchase with the cancelled or cleared check paying the credit card**
- **Bank statement showing purchase or payment to credit card**



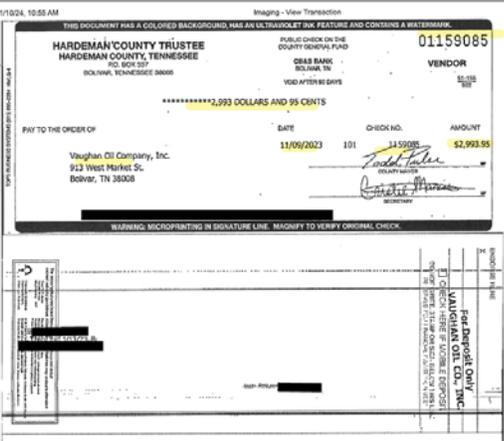
## What Documentation Do I Need?

1. Receipt or Invoice for commodity purchased
2. Cancelled or Cleared Check showing payment was made to vendor.
  - P-Card Statement w/ Cleared Check/Bank Statement showing transfer
  - Bank Statement showing payment was made
3. Education Promotional Item – must include picture of final item purchased.



5

## Examples – Cleared or Cancelled Check







6

# Examples – Cleared or Cancelled Check

Schedule 2

**WELCOME TO VALERIAN OIL**  
SUNOCO  
913 W MARKET ST  
BOLIVAR TN 38008

< DUPLICATE RECEIPT >

Description	Qty	Amount
UNLU CA #04	11.7126	39.81
SELF # 3.2897 / G		
Subtotal		39.81
Tax		0.00
<b>TOTAL</b>		<b>39.81</b>
IN-HOUSE \$		39.81

**HOUSE ACCT**  
ACCOUNT 1500  
NAME HEMM CNTY SHERIFF  
I AGREE TO PAY ABOVE TOTAL AMOUNT  
X *[Signature]* 7/17  
BUYER'S SIGNATURE ID

THANKS FOR SHOPPING WITH US  
ST# AB123 TILL XXXX EXP 1 TRAM 1018200  
CSR: 2 10/19/23 1:18:00 AM

**WELCOME TO VALERIAN OIL**  
SUNOCO  
913 W MARKET ST  
BOLIVAR TN 38008

Description	Qty	Amount
UNLU CA #01	16.8256	56.58
SELF # 3.2897 / G		
Subtotal		56.58
Tax		0.00
<b>TOTAL</b>		<b>56.58</b>
IN-HOUSE \$		56.58

**HOUSE ACCT**  
ACCOUNT 1500  
NAME HEMM CNTY SHERIFF  
I AGREE TO PAY ABOVE TOTAL AMOUNT  
X *[Signature]* 7/20  
BUYER'S SIGNATURE ID

THANKS FOR SHOPPING WITH US  
ST# AB123 TILL XXXX EXP 1 TRAM 1018200  
CSR: 2 10/19/23 10:05:31 AM

**WELCOME TO VALERIAN OIL**  
SUNOCO  
913 W MARKET ST  
BOLIVAR TN 38008

Description	Qty	Amount
UNLU CA #01	13.4386	59.12
SELF # 4.3507 / G		
Subtotal		59.12
Tax		0.00
<b>TOTAL</b>		<b>59.12</b>
IN-HOUSE \$		59.12

**HOUSE ACCT**  
ACCOUNT 1500  
NAME HEMM CNTY SHERIFF  
I AGREE TO PAY ABOVE TOTAL AMOUNT  
X *[Signature]* 7/25  
BUYER'S SIGNATURE ID

THANKS FOR SHOPPING WITH US  
ST# AB123 TILL XXXX EXP 1 TRAM 1018200  
CSR: 6 10/19/23 2:01:04 PM

7

# Examples – Mileage

**I. LITTER COLLECTION SECTION:**

Collection personnel are Trustees (example: trustees/prisoners, county employees)

Total number of people working on collecting during the month? 20  
[ADD TOGETHER THE NUMBER OF PERSONNEL FOR EACH DAY. FOR EXAMPLE, 3 WORKERS FOR 5 DAYS 3 WORKERS X 5 DAYS 15 (15 WORKERS)]

Total county roadside miles covered during the month? 390  
Total state roadside miles covered during the month?

List of roads: Mounds 20, Larry Bettis 8, Chestnut Bluff 35, Cherry 7, Eh Young 4, Spence 8, Hicks Lane 5, Lucas 14, Adams 12, Manning 9, Jennings 10, Early Austin 15, Johnson Gr. 37, Bob White 6, Jayco 5, Castellaw 10, Irvin Tucker 20, Randolph Massey 18, Via 7, Crossroads 13, Neal Warren 6, Bolding 10, Love 14, Walnut Hill Ch 15, Walnut Hill 14, Ezra Emison 8, Bill Emerson 7, Dupree 4, Gumflat Rd 27, Nance Rd 12, Egg Hill 16.

Crocket County, TN  
Litter Grab Pickup Miles

SEPTEMBER 2023 miles

390 0.035 \$ 255.45 *mileage miles*

**\$ 255.45**

\$255.45

8

# Examples - Meals

The image displays three examples of meal-related documents:

- Spring Street Market Receipt:** A detailed receipt listing various food items such as '12 1/2 lb. Beef', '12 1/2 lb. Pork', '12 1/2 lb. Chicken', etc., with their respective prices and a total amount of \$115.55.
- Check # 16018703:** A check from 'CORPUS CHRISTI MEXICO' for the amount of \$115.53, dated 08/02/2023. The check number is 16018703.
- Print Images:** A screenshot of a document viewer showing the check image and associated metadata: Account Number: xxx3026, Check Number: 16018703, Pusted Date: 08/02/2023, Check Amount: \$115.53, Description: Check (Regular Invoiceings).



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# Examples - P-Card Statements

The image displays two examples of Visa P-Card statements from Community Bank & Trust Co.:

- Statement 1 (Left):** Shows account summary, account services, and payment summary. The new balance is \$1,861.49. It includes a table of transactions with columns for date, amount, and description.
- Statement 2 (Right):** Shows a detailed table of transactions with columns for date, amount, and description. It also includes a table for interest charges and a summary of the account balance.



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## Promotional Items

- Items must have a litter prevention connection or must be specific to a special event held in your community.
- Needs to have:
  - Sponsored by Tennessee Department of Transportation (TDOT)
  - Funded by Tennessee Department of Transportation (TDOT)
  - Courtesy of the Tennessee Department of Transportation (TDOT)
  - Partnering with Tennessee Department of Transportation (TDOT)

Of course we prefer that you use...



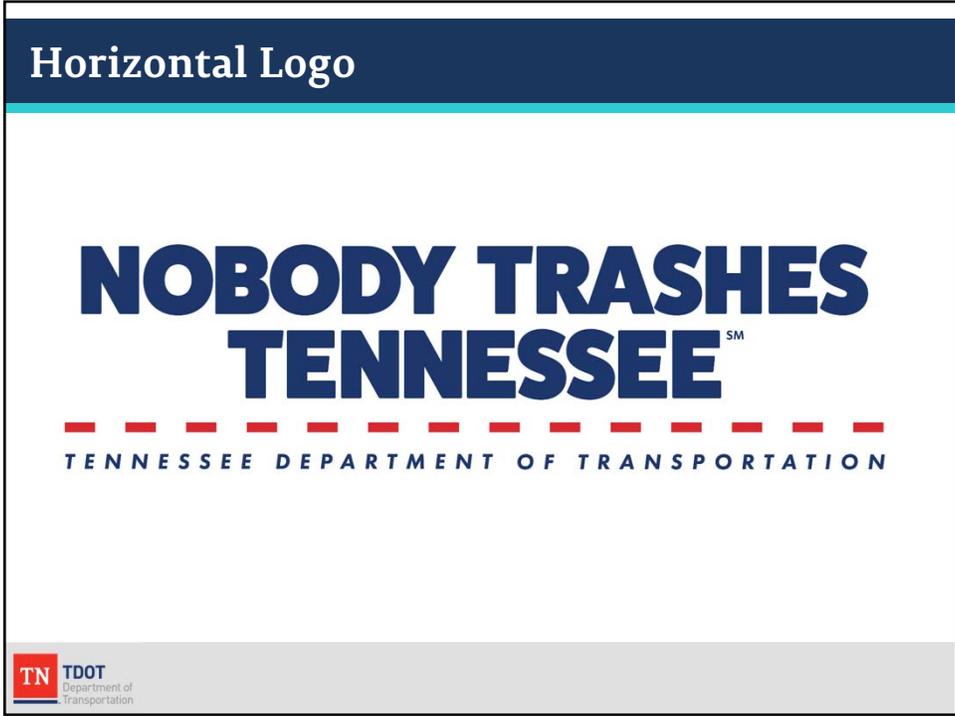
13

**NOBODY<sup>SM</sup>  
TRASHES  
TENNESSEE**

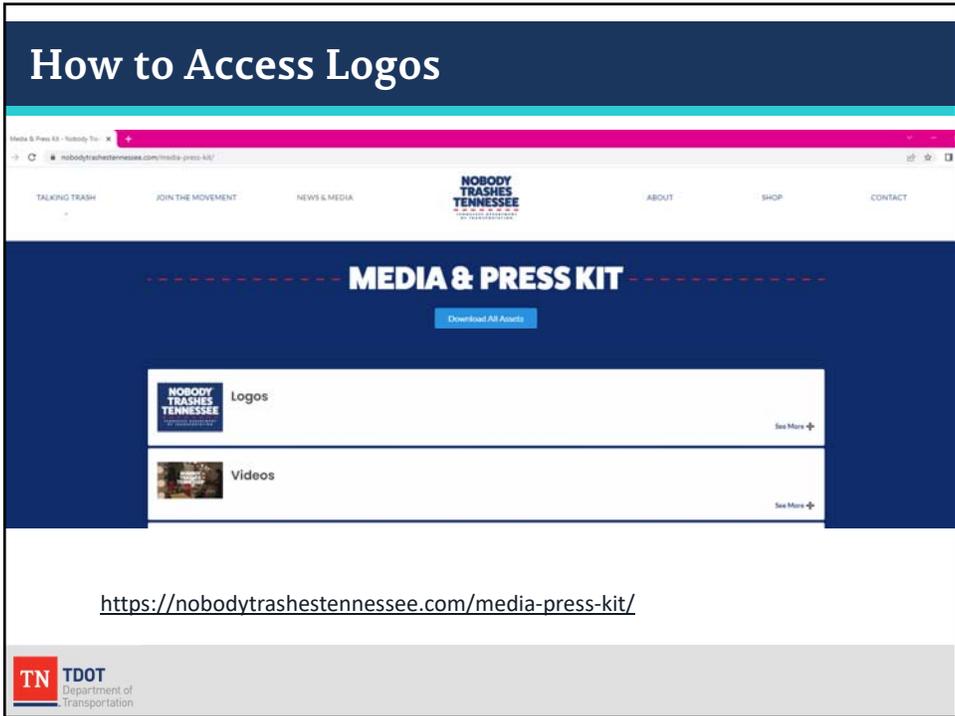
**TENNESSEE DEPARTMENT  
OF TRANSPORTATION**



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15



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## Promotional Items

- Send email with picture of item & how it relates to litter education in your county to [Brittany.R.Morris@tn.gov](mailto:Brittany.R.Morris@tn.gov)
- All Art Proofs need to be sent to [Brittany.R.Morris@tn.gov](mailto:Brittany.R.Morris@tn.gov).
- Pictures of final product ***must*** be included with reimbursement requests.



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## Promotional Items – Recap

- Branding Guidelines
- When using the Nobody Trashes Tennessee logo, you must submit the proof to me for approval.
- Trademarked logo
- Purchase Nobody Trashes Tennessee items from Keep Tennessee Beautiful Website, [KeepTNBeautiful.org](http://KeepTNBeautiful.org).



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## Proof of Payment Recap

- **Need Receipt or Invoice for item(s) Purchased**
- **Proof that payment was submitted to vendor via a cancelled/cleared check (front & back), p-card statement with proof p-card was paid, or bank statement showing purchase.**
- **If item(s) purchased were for promotional purposes under Schedule 3, need final photo of the item(s) purchased to verify they meet branding guidelines.**



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## Join the Movement

1. Follow @nobodytrashestn



2. Like & Repost / Retweet / Share

4. Encourage others to follow



20

## Questions?



Brittany Morris, Transportation Program  
Supervisor  
[Brittany.R.Morris@tn.gov](mailto:Brittany.R.Morris@tn.gov)  
615-253-1977





# Desk Audits

1

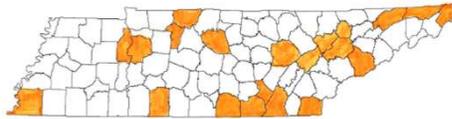
## Two Levels of Review

 <b>HBO Staff</b>	<b>TDOT Audit</b>
<b>1 Invoice at a Time</b>	<b>12 Months of Invoices</b>
<b>Programmatic Concerns</b>	<b>Malfeasance Concerns</b>
<b>Expenses:</b> -Documented -Appropriate	<b>Expenses:</b> -Actual -Contract Scope
<b>Documents:</b> -Timesheets -Receipts	<b>Documents:</b> -Personnel Records -Benefit Records

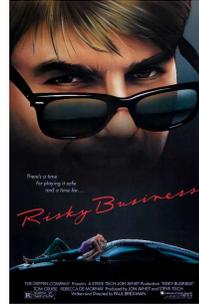


2

## Beautification Office Monitoring



**Site Visits**



**Risk Assessment**



3

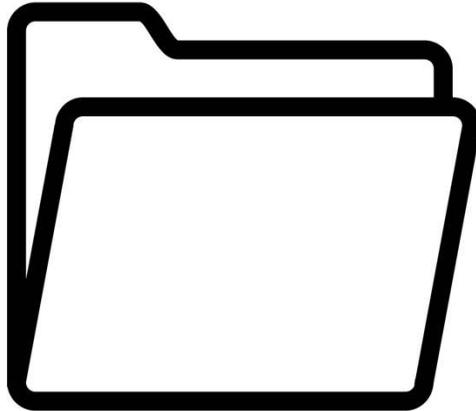
## Site Visits

- **Visits to each county every 3 years**
  - **Look at records**
  - **Discuss education programs & efforts**
  - **Driving recently cleaned roads**
  - **Seeing the team in action**



4

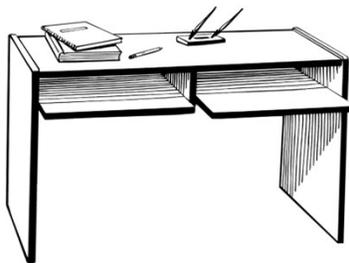
## Records Retention



**Keep all grant paperwork for minimum of 3 years.**

5

## Desk Audit



- **TDOT External Audit conducts a 'Desk Audit' on each county every 3 years**
  - **Look at invoices**
  - **Match timesheets and personnel paperwork**

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## Desk Audit

- **CY 2022: 35 grantees audited – 8 finding**
- **CY 2023: 38 grantees audited – 6 findings**
- **CY 2024: 7 grantees audited – 1 findings**

<b>Timely Paying of Vendors</b>	<b>Overcharged Hourly Rate</b>	<b>Timesheets Discrepancy</b>
---	------------------------------------	-----------------------------------

**ALL EXPENSES MUST BE ACTUAL**



7

## Story Time

- **Wayne**
- **Moore**
- **Hancock**
- **Robertson**
- **Bedford**
- **Sullivan**
- **Scott**
- **Rhea**
- **Van Buren**
- **Hardin**
- **Haywood**
- **Rutherford**
- **Shelby**
- **Macon**
- **University of Memphis**
- **Keep the Tennessee River Beautiful**
- **Clean Memphis**



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## Desk Audit Process

1. TDOT Audit notifies county contact that they are under review.
2. TDOT Audit questions an expense.
3. HBO is contacted and approves. Questioned expense then becomes an audit finding.
4. TDOT Audit generates written report to the county requesting a corrective action plan.
5. TDOT Audit approved corrective action plan via written letter.



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## Corrective Action Plan



Reduced Invoice(s)



Write a Check

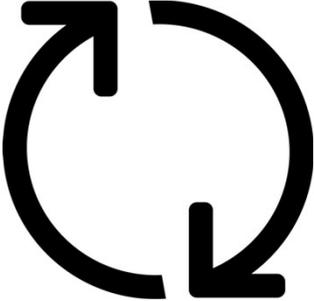


10

## Bad News



Comptroller's Office



Repeat Finding



11

## Good News

**\$94 million to TN counties**



**446,727 tons collected**

**Since 1983**



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# Thoughts



Mike did a really great job!

**Stories?**  
**Questions?**  
**Thoughts?**





# **NOBODY<sup>SM</sup> TRASHES TENNESSEE**

TENNESSEE DEPARTMENT  
OF TRANSPORTATION

**BRAND GUIDELINES**

This brand guidelines document is designed to ensure all uses of the **Nobody Trashes Tennessee** brand and logo are consistent. Maintaining continuity in the presentation of the brand and ensuring it appears as designed whenever used increases brand awareness and recall. Please review and follow these guidelines so we can all work together to create synergy for the **Nobody Trashes Tennessee** campaign.



## PRIMARY LOGO

Together, the Logo, Roadline, and Signoff create the NOBODY TRASHES TENNESSEE Primary Logo. The Primary Logo represents the most significant element of corporate identity and should be used on all aspects of branded communication. The Primary Logo should never be altered, tilted, distorted, manipulated, or disassembled on any application.



Please provide [Brittany.R.Morris@tn.gov](mailto:Brittany.R.Morris@tn.gov) with proofs of all items using the **Nobody Trashes Tennessee logo** for approval before beginning production.

## LOGO FORMATS

While use of the Preferred Logo is encouraged, there may be cases where a horizontal format is necessary due to space constraints. As with the Preferred Logo, color, size, and clear space requirements apply. Never attempt to recreate the either logo from scratch, as the unique relationships between the logo elements are difficult to match. If you do not have the logo in a format suitable for your need, please contact the Communications Department.

PREFERRED  
LOGO FORMAT  
VERTICAL



ALTERNATE  
LOGO FORMAT  
HORIZONTAL



Please provide [Brittany.R.Morris@tn.gov](mailto:Brittany.R.Morris@tn.gov) with proofs of all items using the **Nobody Trashes Tennessee logo** for approval before beginning production.

## ALTERNATE LOGOS

For applications where the Primary Logo would not be legible, or if printing restrictions do not allow, an Alternate Logo can be used.



Primary Logo - Reversed



Secondary Logo



Secondary Logo - Reversed

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## ALTERNATE LOGOS - HORIZONTAL

For applications where the Primary Logo would not be legible, or if printing restrictions do not allow, an Alternate Horizontal Logo can be used.

Horizontal Logo - Reversed



Horizontal Logo - Secondary Logo



Horizontal Logo - Secondary Logo Reversed



Please provide [Brittany.R.Morris@tn.gov](mailto:Brittany.R.Morris@tn.gov) with proofs of all items using the **Nobody Trashes Tennessee logo** for approval before beginning production.

## ONE COLOR LOGOS

For applications where the Primary Logo or Alternate Logos would not be legible, or if printing restrictions do not allow, a One-Color Logo can be used.

Blue Logo



Red Logo



Black Logo



Reversed Logo



Please provide [Brittany.R.Morris@tn.gov](mailto:Brittany.R.Morris@tn.gov) with proofs of all items using the **Nobody Trashes Tennessee logo** for approval before beginning production.

## ONE COLOR LOGOS HORIZONTAL

For applications where the Primary Logo or Alternate Logos would not be legible, or if printing restrictions do not allow, a One-Color Logo can be used.

Blue Logo



Red Logo



Black Logo



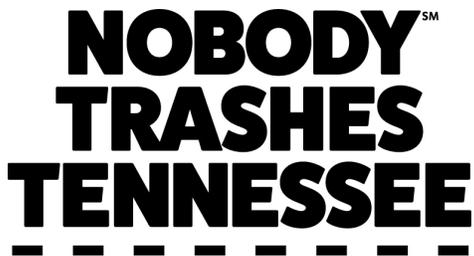
Reversed Logo



Please provide [Brittany.R.Morris@tn.gov](mailto:Brittany.R.Morris@tn.gov) with proofs of all items using the **Nobody Trashes Tennessee logo** for approval before beginning production.

## LOGO WITHOUT SIGNOFF

While in some instances the Signoff can be omitted, the Roadline may never be separated from the Logo.



Please provide [Brittany.R.Morris@tn.gov](mailto:Brittany.R.Morris@tn.gov) with proofs of all items using the Nobody Trashes Tennessee logo for approval before beginning production.

## CLEAR ZONE LOGOS

The following is the clear zone rule for the Primary Logo. In order to gain maximum visibility, the Primary Logo should always appear with a minimum area of clear space around it. This area should be free of any type or graphic element. The minimum clear space is defined as the width of the "N" in the Logo. This clear zone should be maintained as the Logo is proportionally enlarged or reduced in size. This rule applies to all versions of the NOBODY TRASHES TENNESSEE Logo on all mediums.



Please provide [Brittany.R.Morris@tn.gov](mailto:Brittany.R.Morris@tn.gov) with proofs of all items using the **Nobody Trashes Tennessee logo** for approval before beginning production.

## LOGO TYPEFACES

The Nobody Trashes Tennessee logo is comprised of two typefaces, Fat Frank for “Nobody Trashes Tennessee” and Futura Now Text ExtraBold Italic for the signoff line.

Do not try to recreate the logo on your own. The typefaces, spacing, and proportions have been carefully designed to achieve the desired look.



Please provide [Brittany.R.Morris@tn.gov](mailto:Brittany.R.Morris@tn.gov) with proofs of all items using the **Nobody Trashes Tennessee logo** for approval before beginning production.

## APPROVED BRAND COLORS



C: 100    R: 0  
M: 88     G: 45  
Y: 27     B: 115  
K: 19

Hex# 002d73



C: 0        R: 217  
M: 98      G: 39  
Y: 93      B: 46  
K: 1

Hex# d9272e

## PROPER USE OF RGB AND CMYK COLORS

So what is the difference between RGB and CMYK, for a quick reference, the RGB color mode is best for digital work, while CMYK is used for print products. Below explains what the RGB and CMYK color modes are and when it's best to use each.

**RGB:** (Red, Green, and Blue) is the color space for digital images. Whether it's your website, social media images, or a piece of collateral that will be shared **digitally**, you're going to want to use this color profile if your design is supposed to be displayed on any kind of screen. This color profile uses red, green, and blue to create various colors. A light source within a device creates any color you need by mixing these colors and varying their intensity. Using a CMYK image on a digital screen could give you some unexpected results that make your colors seem inconsistent.

**CMYK:** (Cyan, Magenta, Yellow, Black) is the color space for printed materials. Use a CMYK color profile for any project design that will be physically **printed**. A printing press creates images by combining these colors to varying degrees with physical ink. CMYK printing is also known as 4-color-process printing and is the most common method used for printed pieces of collateral. Like using a CMYK color profile in a digital application, using a file with an RGB color profile for a printed piece of collateral will cause color inconsistencies.

Logos using each of these color profiles are available in the appropriate file formats.

Please provide [Brittany.R.Morris@tn.gov](mailto:Brittany.R.Morris@tn.gov) with proofs of all items using the **Nobody Trashes Tennessee logo** for approval before beginning production.

# **NOBODY TRASHES TENNESSEE BRAND INTEGRITY**

## **CONSISTENCY AND REPETITION**

Establishing a brand is a process that takes a concerted effort over time. It requires a high level of both consistency and repetition in order to establish itself in the public eye. Support across all litter-minded Tennessee partners is key to ensure our message gets out. In this case, in order to really solidify Nobody Trashes Tennessee, it should remain intact for maximum effectiveness.

## **STATE-LEVEL REPRESENTATION**

The NTT brand was designed to represent the state-level litter prevention campaign. While all partner efforts are helpful in ultimately achieving the NTT and TDOT goals, it is important in the establishment of the level at which the state is committed to this campaign and goal. This is especially important in the political environment to clearly identify the state-level response to the litter issue.

## **ESTABLISHING THE BRAND**

Currently, the brand is not well-enough established to support sub-branding. In our initial survey, overall awareness of the campaign was low - around 13% prior to the media campaign we launched in late August. We are doing a follow-up study in September that will gauge the improvement we have made to awareness, but our recommendation would be to maintain the consistency so we don't sacrifice the building affinity to NTT.

## **COMMODIFICATION OF THE BRAND**

While local level usage of the "Nobody Trashes" line would expand the awareness of that concept, it threatens to commodify that term rather than supporting the state level brand. It takes the term "Nobody Trashes" and makes it generic, able to be applied to any other location. If TDOT allows "Nobody Trashes Nashville" or "Nobody Trashes Sevier County", it would be challenging to disallow "Nobody Trashes Kentucky" or "Nobody Trashes New York" because we're turning "Nobody Trashes" into a modifier.

Once the brand is better established (over 85% unaided brand awareness), it is possible to consider some level of sub-branding, but currently we do not recommend this course.

## **EFFECTIVE BRAND SUPPORT**

The best support for the brand would be for localities and partners to utilize our branding, messaging, and materials. TDOT openly shares these materials with partners - they can be found at [NobodyTrashesTennessee.com](http://NobodyTrashesTennessee.com) for free download. The Atkins Group is also open to working with local entities to build NTT branded custom deliverables upon request.

Please provide [Brittany.R.Morris@tn.gov](mailto:Brittany.R.Morris@tn.gov) with proofs of all items using the **Nobody Trashes Tennessee logo** for approval before beginning production.

## LOGO MISUSE

The integrity of the Logo should be respected at all times, in all places. Please do not stretch, alter, augment, or distort its form. See below for examples of what not to do.



Never shrink the Logo



Never stretch or distort the Logo



Never crop or block the Logo



Never make the Logo text lowercase



Never change the color of the Logo

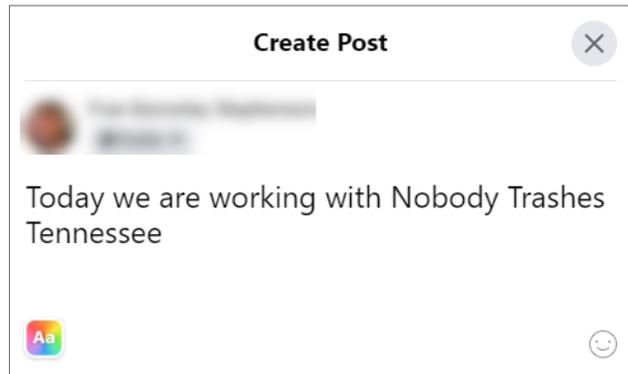


Never add anything to the Logo

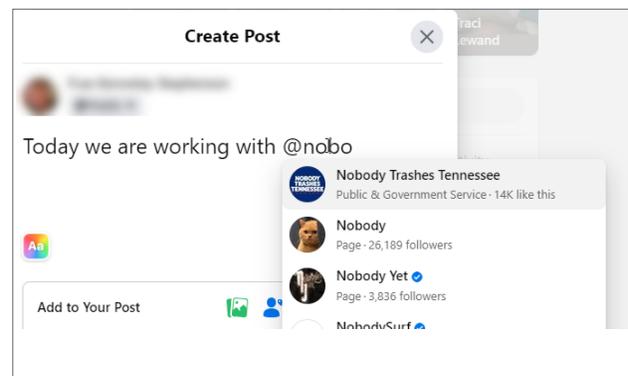
Please provide [Brittany.R.Morris@tn.gov](mailto:Brittany.R.Morris@tn.gov) with proofs of all items using the **Nobody Trashes Tennessee logo** for approval before beginning production.

## USE OF LOGO IN SOCIAL MEDIA SPACES:

When referring to the brand in the text of social media posts, it should read Nobody Trashes Tennessee and should appear as three separate words with each word capitalized and a space between each word.



When tagging the brand in social media, the name will come up as you start to type it. Make sure that you delete double words before or after the tag.

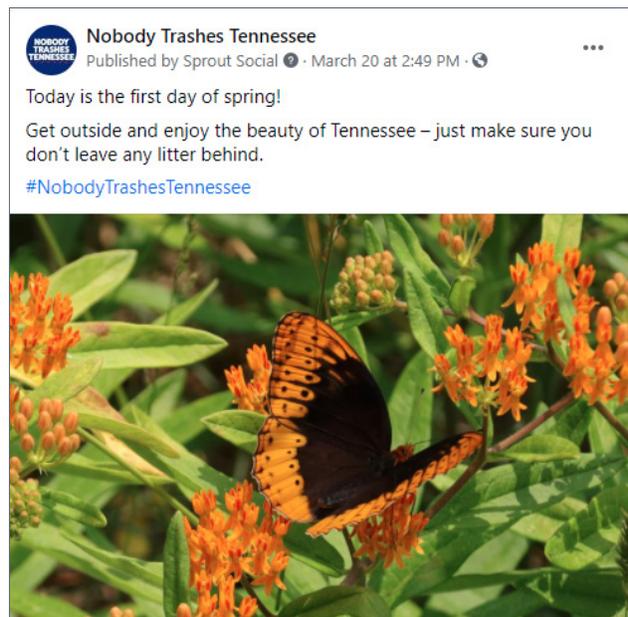


## USE OF HASHTAG:

The official hashtag is:

***#NobodyTrashesTennessee***

No spaces should be used between words and symbols in the hashtag. We would prefer capitalizing the beginning of each word as it is more friendly for those with accessibility issues.



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