



ARLINGTON COUNTY, VIRGINIA

**County Board Agenda Item
Meeting of December 15, 2007**

DATE: November 26, 2007

SUBJECT: Contribution to Regional Education Campaign for Alice Ferguson Foundation's Trash Free Potomac Watershed Initiative (TFPWI).

C. M. RECOMMENDATION:

Appropriate \$10,000 from the Watershed Management Fund (799.44001) to the Department of Environmental Services (101.44001) for a contribution to the regional education campaign for a Trash Free Potomac Watershed Initiative.

ISSUES: None.

SUMMARY: Alice Ferguson Foundation has requested funding from jurisdictions that signed the *Potomac River Watershed Trash Treaty* to support a regional litter prevention education campaign. Arlington County's contribution would be \$10,000 and would come from the Watershed Management Fund.

BACKGROUND: In 2005, the Alice Ferguson Foundation (AFF), a local environmental non-profit organization, brokered the first-ever *Potomac River Watershed Trash Treaty* among key political leaders in the DC Metropolitan Area. *The Potomac River Watershed Trash Treaty* commits signers to achieving a Trash Free Potomac by 2013, and to support and implement regional strategies aimed at reducing trash and increasing recycling; increase education and awareness of the trash issue throughout the Potomac Watershed; and reconvene annually to discuss and evaluate measures and actions addressing trash reduction.

DISCUSSION: The *Potomac Watershed Trash Treaty* has been signed by members of the Arlington County Board. In order to address the second goal of the treaty, to increase education and awareness of the trash issue throughout the Potomac Watershed, AFF is planning to conduct a regional education campaign to change residents' behavior with regard to litter. AFF has requested a financial contribution for this campaign in the amount of \$0.05 per person from each jurisdiction. Financial commitments have already been made by Montgomery County, Prince George's County and the District of Columbia.

County Manager: _____

County Attorney: _____

Staff: Aileen Winqvist, Department of Environmental Services

A TFPWI Public Education Fund will be established at the Metropolitan Washington Council of Governments to receive jurisdictional contributions. The funds will be administered by the Alice Ferguson Foundation, which is also actively seeking financial support for this campaign from corporate and private sector donations. A formal TFPWI Steering Committee is being established that will include members from all contributing jurisdictions, as well as leaders from regional media, business, nonprofit and education organizations. DES staff is participating in the steering committee that will oversee how the funds are spent.

The Trash Free Potomac Initiative seeks to address the trash problem from a watershed-wide approach that will benefit the entire region. Currently there is a lack of effective collaboration occurring among jurisdictions in the region to address this problem. AFF's objectives are to challenge regional leaders to make the regional trash problem a priority issue; to bring together key stakeholders to research and explore alternative, innovative, cost-effective solutions that will have long term impact; and to improve general public education and awareness that can shift individual behaviors. Numerous federal and regional agencies including the U.S. Environmental Protection Agency (USEPA), National Oceanic and Atmospheric Agency (NOAA), Metropolitan Washington Council of Governments (MWCOG) and the Interstate Commission on the Potomac River Basin (ICPRB) are providing financial, human and technical resources.

FISCAL IMPACT: There would be no tax supported fiscal impact, as Arlington County's one-time contribution to this regional education (\$10,000) would come from the County's Trust and Agency Watershed Management Fund (799.44001).