Defining The Actualities, Attitudes And Actions Needed To Improve The State Of Litter In Tennessee

Presented by
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Keep Tennessee Beautiful
Part of the KAB Network

- 565 national affiliates serving 16,000 communities

- www.KAB.org
Official Keep America Beautiful state office and liaison to 25 KAB certified affiliates

Goal: To implement statewide programs through volunteer actions, public education and awareness to the other 70 counties
Keep Tennessee Beautiful Mission

To educate and rally Tennesseans to take greater responsibility for improving their community environments.
Keep Tennessee Beautiful Focus

Litter Prevention
Beautification and community enhancement
Reducing impact of waste
Our results for 2008

1.5 million Tennesseans participated in activities, workshops, cleanups and litter-free events.
Tennessee is the first state in America to have every county (all 95 of them) participate.

100% in 2007

100% in 2008
Definition of Terms
Litter Waste Out Of Place
Deliberate Littering

Throwing trash from a car or dropping it on the ground
Negligent Littering

Trash blowing from unsecured truck loads
1. The Actualities
The State Of Littering In Tennessee
TENNESSEE 2006 VISIBLE LITTER SURVEY

Conducted for:
Tennessee Grocers & Convenience Store Association

February 2007
Purpose Of Visual Litter Survey

- Characterize the types of litter in Tennessee
- Estimate the quantity of litter state-wide overall and by locale type
- Determine the most likely source of this litter
- Recommend next steps to effectively prevent and abate litter given the type, extent and likely sources of litter revealed in this survey
Methodology

In October 2006 R.W. Beck field crews counted the number and type of littered items over one inch on 10.5 miles of roadways at 95 sites throughout the state. The sites were divided into eight different locale categories, based on roadway type and were located in both urban and non-urban locales, on roadways, interstates and in public areas.
An average of 5,100 pieces of litter per mile on urban freeways
An average of 700 pieces of litter per mile on rural roads
## Composition By Type

### Deliberate

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beer &amp; Soft Drink Containers</td>
<td>4.1%</td>
</tr>
<tr>
<td>Juice, Wine, Liquor, Water Containers</td>
<td>1.3%</td>
</tr>
<tr>
<td>Bottle Caps &amp; Seals</td>
<td>3.7%</td>
</tr>
<tr>
<td>Pull Tabs</td>
<td>0.3%</td>
</tr>
<tr>
<td>Beverage Carriers &amp; Cartons</td>
<td>0.0%</td>
</tr>
<tr>
<td>Cups, Lids, Straws</td>
<td>4.2%</td>
</tr>
<tr>
<td>Snack Food Packaging (Candy, Gum, etc.)</td>
<td>9.7%</td>
</tr>
<tr>
<td>Take-out Food Packaging</td>
<td>2.5%</td>
</tr>
<tr>
<td>Cigarette Packs, Lighters, Matches</td>
<td>1.4%</td>
</tr>
<tr>
<td>Napkins, Bags, Tissues</td>
<td>1.8%</td>
</tr>
<tr>
<td>Toiletries, Toys, Drugs</td>
<td>0.8%</td>
</tr>
<tr>
<td><strong>Deliberate</strong></td>
<td><strong>29.8%</strong></td>
</tr>
</tbody>
</table>
## Composition of Litter

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers, Magazines, Books</td>
<td>0.8%</td>
</tr>
<tr>
<td>Advertising Signs &amp; Cards</td>
<td>0.1%</td>
</tr>
<tr>
<td>Home Food Packaging (TV Dinners, etc.)</td>
<td>0.1%</td>
</tr>
<tr>
<td>Vehicle Debris &amp; Packaging</td>
<td>14.4%</td>
</tr>
<tr>
<td>Construction &amp; Demolition Debris</td>
<td>4.1%</td>
</tr>
<tr>
<td>Misc. Paper</td>
<td>18.0%</td>
</tr>
<tr>
<td>Misc. Plastic</td>
<td>21.1%</td>
</tr>
<tr>
<td>Misc. Metal &amp; Foil</td>
<td>6.3%</td>
</tr>
<tr>
<td>Misc. Glass &amp; Ceramics</td>
<td>2.7%</td>
</tr>
<tr>
<td>Wood &amp; Yard Debris</td>
<td>0.2%</td>
</tr>
<tr>
<td>Other (Carpet, Fabric)</td>
<td>2.6%</td>
</tr>
<tr>
<td>Negligent</td>
<td>70.2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>
State By State Comparison

Negligent vs. Deliberate Litter

- OK
- KY
- PA
- MS
- NC
- NJ
- GA
- TN

Legend:
- Deliberate
- Negligent
Adopt A Highway Results
5 AaH Sites

Comparison of AaH vs. Non-AaH Sites

Figure 3-3: Comparison of AaH vs. Non-AaH Sites
Litter Count by Maintenance Responsibility

Figure 3-6: Meandering Litter Count by Maintenance Responsibility
Recommendations for Targeting Enforcement and Education

Gear education and enforcement efforts to address the likely sources of miscellaneous paper and plastic which comprise over 40% of litter documented in the survey. A large portion of these materials is likely to come from garbage and recycling trucks and pick-up trucks.
Recommendations for Targeting Enforcement and Education

Some of the strategies recommended: Identify and recruit potential “Gatekeepers”, people who may be in a position to assist in education efforts to reduce litter. Such people could include:

- **Pick-up truck dealerships** who could help educate customers to cover vehicles or otherwise ensure that items in the bed do not blow away and become litter.
- **Scale operators** at landfills and transfer stations who could help ensure that departing vehicles do not have loose items on the vehicle when they leave the site.
- **Convenience stores** who could add anti-littering messages in their stores to help encourage proper disposal of snack wrappers.
- **Public works employees**, including DOT workers and parking meter attendants that could be granted citation authority to cite observed litterers.
Recommendations for Targeting Enforcement and Education

- Scrap tire debris could be reduced by educating drivers on the importance of proper inflation of tires and the obligation of truck drivers to ensure that trailer tires are safe.
- Develop a map of the state noting locations of landfills, transfer stations, recycling facilities, the routes of large vehicles transporting and unloading solid waste in Tennessee and litter hot spots.
- Develop a plan for observing and following certain vehicles types such as pick-up trucks, construction trucks and trash/recycling vehicles to confirm the hypothesis that these vehicles are the prime sources of negligent litter.
2. The Attitudes

The Public’s Attitude Towards Littering In Tennessee
The Primary Litterer in Tennessee is male between 16 and 34 years old.
Deliberate Littering is most often done by those from 11 to 24 years of age.
Negligent Littering

Is most often done by those 30 to 39 years old.
Public Attitudes Toward Littering in Tennessee: April 3-25, 2006

David R. Forde, Ph.D.
SeeTrail Mackey, M.S.

Mid-South Social Survey
School of Urban Affairs and Public Policy
University of Memphis

May 10, 2006
Purpose of this poll

• Provide a baseline to identify attitudes toward littering in Tennessee
  • Conducted April 3 to April 25, 2006

• Core questions designed to assess attitudes toward littering, behavior, anti-littering knowledge and awareness and effectiveness of anti-littering advertising.
Sample design

• Telephone survey
  – 600 respondents (approximately 200 in 3 areas)
    • Memphis and Shelby County (Area code 901)
    • West (Area codes 731, 931)
    • East including Chattanooga, Knoxville and Nashville (423,615,865)

• Qualified interviews
  • Resident of Tennessee for > 2 years
  • Adults of age 18-34
Questions on the littering poll designed to evaluate:

- Public perceptions of littering
- Awareness of litter
- How often people litter
- Disposal of cigarette butts
- Awareness of anti-littering advertising
- Perception of who is responsible for litter
- Awareness and effectiveness of anti-litter penalties
Key findings

Half (48%) of the people on this poll say that they have knowing thrown trash on the street.

About 1 in 5 people say they do this on a regular basis
Key findings

About 40 percent of people say that they have seen some form of anti-littering advertising in the past month.

- Television has the highest recognition; Billboards are also high
- Television is also seen as most effective
Key findings

Most people (81%) say legal penalties would stop them from littering.

Very few (3%) people say that litter laws are enforced all of the time.

Most people said it is prisoners who pick up litter.
Key findings

There is only a moderate awareness (59%) of recycling opportunities. Awareness is lower in Urban areas.

About half (46%) of persons on the poll say they recycle.
Implications

- While men and women share a common understanding of littering, men are more likely to litter.
Implications

• Many people are aware of anti-littering advertising and most people rate television as the most effective way to advertise.
• Obstacles for moving ahead continue to be seen in people’s perception that anti-litter ordinances will not be enforced, and in a lack of personal responsibility for littering.
3. Actions Needed
School Educational Programs
TOOLS FOR TEACHERS

Education is the starting point for changing attitudes and behaviors.
WASTE IN PLACE

It's crucial that our future leaders understand waste issues and how waste can be managed. While there will always be garbage, it must be dealt with safely — even after recycling, composting, and source reduction have done their part.

Keep America Beautiful's educational resources for teachers and their students provide a balanced perspective of waste and the options for its management in clear and user-friendly formats.
Junior High School
It’s All About The Kids
KTnB & TSSAA are encouraging Tennessee High Schools to be part of a statewide movement aimed at turning sporting events into “Litter Free” events.
3. Actions Needed

Public Education
StopLitter

TENNESSEE’S HAD ENOUGH
Tennessee’s Litter Prevention Campaign

Cable Television Commercial

Radio PSAs – 2 sets per year valued at $4 million free air time.
Web site www.stoplitter.org
Averages 16,000 hits per month
Outdoor advertising
- $400,000 donation.

StopLitter™ premiums
for local programs
Enforcement
New Litter Law at www.KTnB.org
TN 2007 LITTER LAW

TCA Title 39
Chapter 14
Part 5

Effective July 1, 2007
DEFINITIONS

Commercial Purpose . . .
Garbage . . .
Litter, including tobacco . . .
Refuse . . .
Rubbish . . .
Section 39 – 14 – 502

Person commits littering who:
- Knowingly places, drops, throws . . .
- Negligently places glass . . . near water . . .
- Negligently discharges . . . into public waters
* Judge may infer that vehicle operator committed littering
* Judge may infer item displaying name of person shows that person committed littering
Section 39 – 14 – 503

Mitigated Criminal Littering

5 pounds or less; 7.5 cubic feet or less

Class C Misdemeanor
Got $50 to throw away?
That’s what it will cost you if you throw this away...

Throwing down any litter less than 5 pounds is now a Mitigated Criminal Littering Class “C” misdemeanor punishable with a $50.00 fine.

Take this seriously....
We Do

StopLitter
TENNESSEE'S HAD ENOUGH
Guess What?
If we find a letter or magazine with your name on it in a pile of trash at an illegal dump, by Tennessee State law, YOU ARE CONSIDERED TO BE THE LITTERER.

With fines of $50.00 to $2,500 it just makes sense to MAKE SURE YOU KNOW WHERE YOUR TRASH GOES!

PLEASE TAKE THIS SERIOUSLY... WE DO
Don’t Toy Around With Trash In Your Truck...

If trash blows out of your truck and on to our Tennessee streets or highways you will be fined from $50.00 to $2,500 for littering. So, tarp it or tie it up so it won’t blow out. We’re not kidding... Take this seriously....

We do
Throwing down a cigarette butt or any litter less than 5 pounds is now a Mitigated Criminal Littering Class “C” misdemeanor punishable with a $50.00 fine.

Take this seriously.... We Do

StopLitter
TENNESSEE’S HAD ENOUGH
Sponsored by TDOT and Keep Tennessee Beautiful
Who enforces?

- TN Wildlife Resources Agency
- TN Highway Patrol
- Sheriff’s Office
- Police Department

PEER ENFORCEMENT
TDOT Litter Hotline
1-877-8Litter
PARTICIPATION

Report highway littering

877-8Litter
Implications For The Solid Waste Industry
Lead By Example
PROPER CONTAINMENT OF WASTE AFTER COLLECTION AND/OR DURING HAULING.
FRONT LOADER GARBAGE TRUCKS
REAR LOADER GARBAGE TRUCKS
Open Top Roll-Off Containers
Compactors
And finally… Is your waste in place?

Are you setting a good example at home by recycling and doing your part to keep your neighborhood clean?
Visioning for a clean, green, safe Tennessee

Questions?
Thank you

www.KTnB.org

www.stoplitter.org
Thank you

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