

**NEP Community Resources Committee  
2021-2022**

**Work Plan Focus:**

Marine/Aquatic debris prevention and removal

Four major categories:

- 1) action
- 2) policy/legislation
- 3) education
- 4) enforcement - or other

Metrics By Outcome

- I. **Reduction in trash/Litter Prevention** – DRCC & (kc) - **Issue:** Quantitative information (data) is needed for baseline conditions. Some data is available by weight, some by number of items.
  - a. **Goals:**
    - i. To develop a unified data collection protocol to produce a complete, systematic, science-based data set reflecting the quality and quantity of litter.
    - ii. Reduction in use of single use plastics and other disposables
  - b. **Objectives:**
    - i. Determine most accurate rate of measurement
    - ii. Have City & County governments adopt usage of uniformed rate of measurement
    - iii. Encourage use of unified rate of measurement by private trash collection related businesses
    - iv. Track number of restaurants/business who stop using single use items
    - v. Track individual changes targeted in Green Team efforts for Mobile employees (behavior change?)
  
- II. **Litter Removal** – Caitlyn & Angela
  - a. Goal: Engage citizens in locating, removing, and disposing of marine debris and litter in coastal Alabama
  - b. Objectives:
    - i. Support a minimum of three large-scale volunteer cleanup events each year (e.g., MLK, Earth Day, AL Coastal Cleanup).
      1. Number of clean up events
      2. Number of clean up events,
      3. Volume or weight removed.
    - ii. Create a database to track all coastal Alabama partner clean up events each year.
      1. Number of clean up events
      2. Number of people participating
      3. Volume or weight removed.
    - iii. Support the installation of trash collection devices.
      1. Type of device (in-water or interceptor)
      2. Number of devices
      3. Volume or weight removed.
    - iv. Identify and track brand data of collected litter items using the Gulf trash free list in the Marine Debris Tracker.
      1. Number of brand data reports submitted through ETAP and the Marine Debris Tracker
      2. Top 5 brands littered in Coastal Alabama.

III. **Increase recycling** in coastal Alabama.

- a. Identify the places (communities and businesses) where recycling currently happens.
- b. Estimate the current weight of recycled materials collected each year and track a 10% annual increase.
- c. Promote post-consumer recycled products to businesses, governmental entities, and the public.
- d. Establish a Materials Recovery Facility (MRF) in coastal Alabama.

IV. **Policy / Legislative actions regarding litter/recycling/single use plastics** – Conservation Alabama/Foundation

- a. Closely monitor bills introduced in local, state, and national legislature.
  - i. Defense against statewide bills that would limit municipal control of trash/single use plastic
  - ii. Track bills regulating single use plastic, litter, and recycling in municipalities throughout Alabama and other states that can be used as templates for coastal Alabama
- b. Pass proactive bills at the local level
  - i. Post and maintain Trash cans in parking lots based on parking spaces
    1. Inclusion of policies in the UDC
    2. Enforcement of policies in the Mobile/Baldwin stormwater management plans
    3. Enforcement of litter laws under municipal policies
  - ii. Banning/Reducing Single Use Plastics
    1. Work toward ban of single use plastic in City of Mobile
    2. Work toward ban of single use plastic in a municipality within Baldwin County
- c. Advocate for funding to support litter removal/abatement and recycling opportunities
  - i. Ensure litter prevention and abatement is incorporated in large federal grants
  - ii. Agencies to be fully funded at the local and state level
    1. Re-evaluate the ADEM scrap tire recycling program to ensure those funds are being spent on tire recycling
  - iii. Grants to fund the local work
    1. Evaluate Alabama Recycling Fund grants to create infrastructure

V. Purpose: Identify and enhance existing **formal and informal educational resources** pertaining to litter awareness and prevention

- a. Goals:
  - i. Increase number of participants in existing litter awareness and prevention education programs
  - ii. Increase the knowledge of program participants
- b. Objectives
  - i. Identify current resources that provide litter awareness and prevention from all educational programs
  - ii. Identify current number of people (both K-12 students and community members) being educated about litter awareness and prevention from all educational programs
  - iii. Increase number of people educated by 10% each year
  - iv. Increase knowledge about litter issues by 10% each year using a collectively-created pre and post survey from all educational programs

- c. Tasks:
  - i. Collect info from Mike Shelton, ACF, Baykeeper,
  - ii. Define the different types – Informal/Formal
  - iii. Drones
  - iv. Climate

VI. Purpose: **Raise awareness** of and encourage new habits for waste management in Coastal Alabama.

- a. Goal - Increase the number of community members exposed to litter prevention information.
  - i. Objective: Identify target audience and determine if existing means are reaching the needed audience.
    - 1. Creating a baseline survey to gauge what people are doing already and focus the awareness campaign; Metric: Number of surveys to go out. Number of people to complete the survey.
  - ii. Objective: Review existing programs, events, and/or social media campaigns to determine effectiveness
- b. Goal 2 – Create and use one single branding campaign related to litter reduction and prevention.
  - i. Objective: Establish brand,
  - ii. Objective: Number of organizations using the branded campaign.
  - iii. Objective: Create new and/or update social media/outreach materials to fill in gaps from survey.
- c. Goal 3 – Increase the number of community member with improved litter habits
  - i. Objective: Increase number of people who see outreach materials/social media, etc. by 10% as measured by number of surveys, social media counts, etc.
    - 1. Metric: Number of materials distributed, number of social media likes, tweets, etc.
    - 2. Follow-up survey to see if behaviors have changed after awareness campaign.
    - 3. Metric: Number of people who filled out the survey, number who have changed behavior.
  - ii. Objective: Work with 2-5 brands/companies identified at cleanups to promote litter prevention.

VII. **Behavior Change** – topic for research and implementation – Plastics Free GC & Groundwork/Larissa

- a. Community Based Social Marketing - <https://cbsm.com/>
  - i. Explore funding and opportunities
- b. Explore Marketing for Change/Behavior Marketing for Change
- c. Track behavior change is tracked (use of a reusable water bottle, etc.)