

TRASH FREE POTOMAC INITIATIVE

PROPOSED SCHEDULE NOVEMBER 2005 TO MAY 2007

Alice Ferguson Foundation (AFF) and COG Deliverables Under Proposed Grant Request (Decision Pending)

COG staff document
September 20, 2005

Pursuant to the May 11, 2005 Resolution of the COG Board, COG is working closely with the Alice Ferguson Foundation (AFF) to assist with their "Trash Free" initiative. COG has worked closely with AFF staff as they have developed the concepts for the initiative, building on AFF's trash clean up experience and the "Trash Treaty" signed in March 2005. The goal is to develop a strategy over the next 18 months to develop a strategy targeting the goal of a "trash free Potomac River." Four of the signatory jurisdictions are COG members.

COG's expertise derives from work done in the Anacostia watershed. COG has agreed to serve on the "Advisory Council for the Trash Free Potomac" and to co-chair the "Multi-Jurisdictional Legislative and Enforcement Action Committee." COG's role also includes assisting in all aspects of the development of the trash free initiative. COG will be providing policy, program, project and technical expertise. Both COG and AFF have submitted an integrated grant request to the Summit Fund of Washington. The following provides some highlights of the anticipated work pursuant to this grant.

Key Activities:

- November 2005
 - Begin to implement Initiative's collaborative framework; and build an effective infrastructure of decision makers and leaders to take responsibility and collaborate on action oriented problem solving around trash issues.
- December 2005 –
 - Develop and maintain a Trash Free Potomac Watershed Initiative web page under the FergusonFoundation.org host website that provides recent accomplishments, information and results.
 - Create a list of short term actions that the region can implement between March 2006 to February 2007.
- March 2006
 - Plan and convene the *Annual Potomac Watershed Trash Summit* at Mount Vernon that includes ceremonial press event, and content discussions.
 - Further expand the Potomac Watershed Trash Treaty by institutionalizing additional governmental commitment to solve the trash problem through a signed "*Declaration of Action*" at a public ceremony kicking off the Potomac Watershed Trash Summit.

- March 2006 & 2007 – Begin to implement a regional public education campaign through combined funds from regional governmental jurisdictions. Prince George’s County has already pledged to contribute to this fund.
- April 2006
 - Integrate the Trash Free Potomac Watershed message into spring Cleanup activities including the high volume media attention of the 18th Annual Potomac River Watershed Cleanup.
 - Leverage high volume citizen involvement in the 18th Annual Potomac River Watershed Cleanup by requesting volunteers to sign a Pledge for a Trash Free Potomac Watershed. (Almost 6,000 volunteers in 2005 Cleanup).
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- March to December 2006 –
 - Complete a long term trash reduction plan – Strategic Action Plan - that is agreed to by elected officials at the 2nd Annual Potomac Watershed Trash Summit in March 2007.
- March 2007 –
 - Plan and convene the 2nd Annual Potomac Watershed Trash Summit at Mount Vernon that includes ceremonial press event, and content discussions.
 - Continue a regional public education campaign through combined funds from regional governmental jurisdictions. Prince George’s County has already pledged to contribute to this fund.
 - Develop a measurement system such as a jurisdictional “Report Card” scoring system.
 - Bring greater public attention, heightened awareness of trash issues of the Anacostia and Potomac through major media stories that utilize Initiative successes and research including increased legislative and technical collaboration, and expanded trash literacy.
 - COG completes collaborative research and database compilation on both legislative and technical information on solid waste management for the region.
- April 2007 –
 - Leverage high volume citizen involvement in the 18th Annual Potomac River Watershed Cleanup by requesting volunteers to sign a Pledge for a Trash Free Potomac Watershed. (Almost 6,000 volunteers in 2005 Cleanup).
 - Integrate the Trash Free Potomac Watershed message into spring Cleanup activities including the high volume media attention of the 19th Annual Potomac River Watershed Cleanup.
- May 2007
 - Submit final report to Summit Fund.