

“Cleaner Communities and Waterways” Curbside Disposal Education Campaign



Layne Marshall
EPA's Trash Free Waters Program

Project Intention & Partners

EPA's Trash Free Waters Program - A voluntary partnership program which collaborates with NGOs, state and local governments, Tribes, academia, and businesses to help prevent and remove trash from our nation's waterways and communities.

D.C. Mayor's Office of the Clean City - A coordinating and engagement office within the Mayor's Office of Community Affairs supporting residents, businesses, and other agencies with policies, tools, and support to keep DC clean, safe, and healthy.

Primary goal - Educate residents about proper waste containment and encourage behavioral changes to reduce unintentional leakage associated with curbside municipal trash collection.

Cleaner communities and waterways start here



Keep lid closed and do not overfill the can.



Bag your trash before putting it in the can.
(Do not bag recyclables; place items loose in your blue can.)



Place trash in can outside shortly before pickup.



Call 311 or visit 311.dc.gov for assistance
with cans needing repair or replacement.

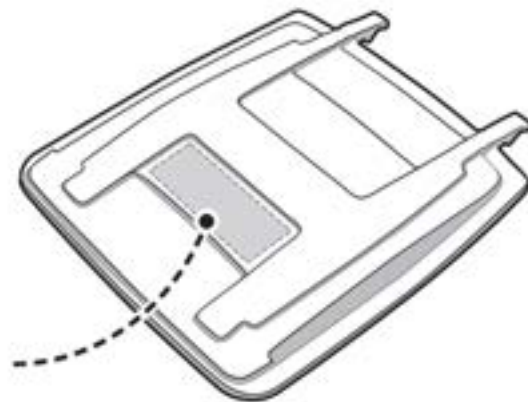
#TrashFreeDC
cleancity.dc.gov
zerowaste.dc.gov



In partnership with the U.S. EPA's Trash Free Waters program
www.epa.gov/trash-free-waters

How to apply your sticker:

- 1 Clean:** Clean the lid of the trash can with a mild cleaner and allow to dry.
- 2 Peel:** Carefully peel off the backing from this sticker.
- 3 Apply:** Place your decal on the lid of the trash can. Start at one end, guiding the sticker to slowly fall into position.
- 4 Flatten:** Use a squeegee or credit card to remove the air bubbles.

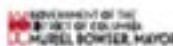


Hello, Neighbor!

We know you want to keep your community and local waterways clean, and this free sticker can help. Please place it on your green trash can lid as a reminder about how to properly dispose of trash.

Mayor Bowser's Office of the Clean City has partnered with the U.S. Environmental Protection Agency's Trash Free Waters Program to reduce the amount of trash falling onto our neighborhood streets and sidewalks. Trash that spills on streets and sidewalks attracts rats and other pests. It can also be carried by water or wind into our sewers and ultimately wind up in local rivers and streams. The attached sticker lists a few simple steps you can take to help keep your local community and waterways free from trash.

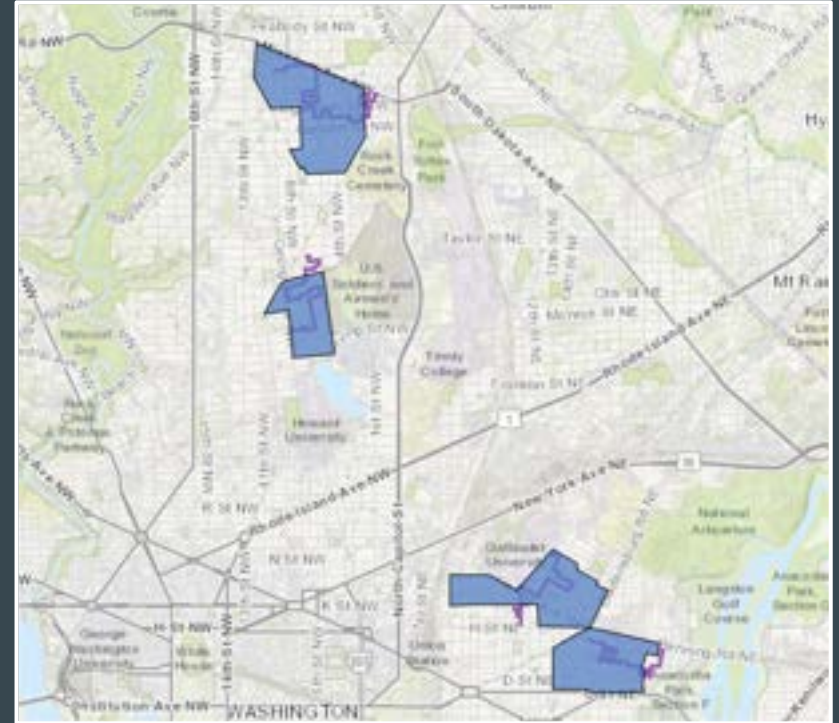
To read more about how you can help keep your community clean, please visit the Mayor's Office of the Clean City at cleancity.dc.gov or zerowaste.dc.gov, and follow #TrashFreeDC on social media.

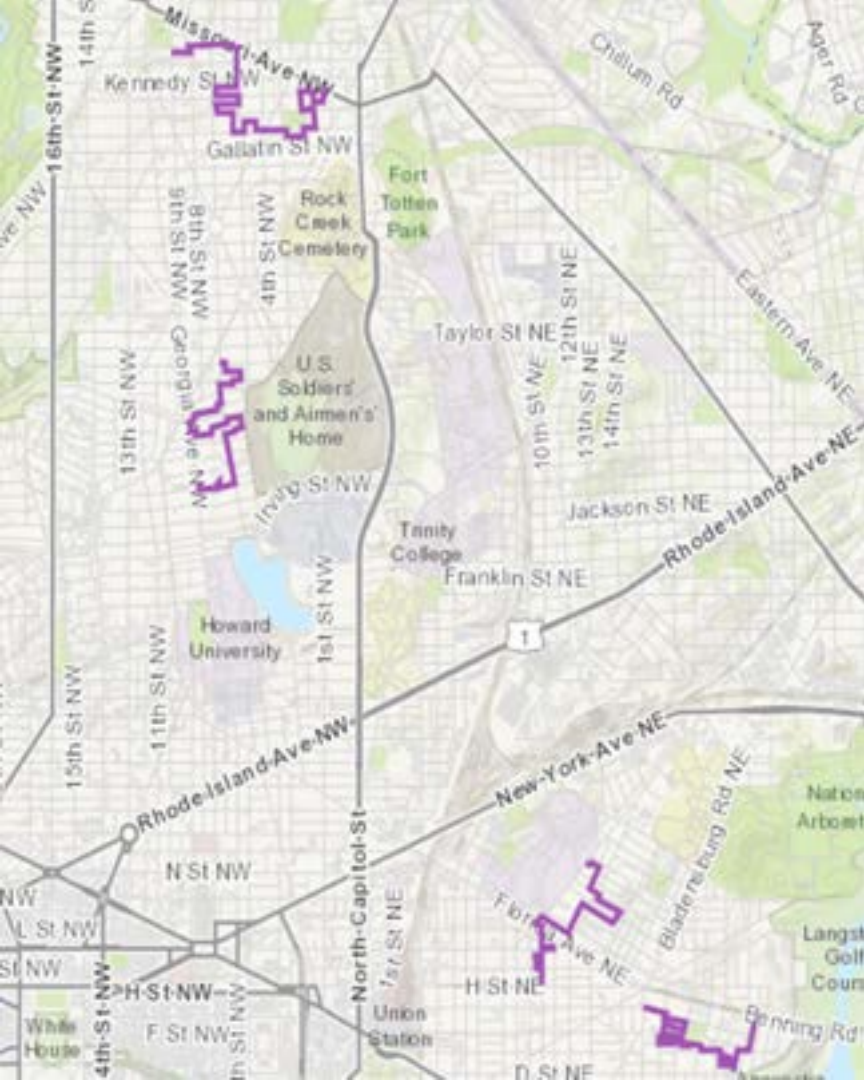


Neighborhood Selection

Stickers distributed to 8,000 DPW-serviced, single-family homes in:

- Brightwood
- Park View
- Rosedale/ Kingman Park
- Trinidad





Methodology

For each block along the four 1-mile representative routes, data were collected based on six indicators:

1. Litter index score
2. Total number of cans
3. Number of overflowing cans
4. Number of open cans
5. Number of cans with a campaign sticker applied to the lid

+Additional info such as photographs or note of significant issues.

We also conducted a complementary analysis on D.C. 311 service request data.

1



2

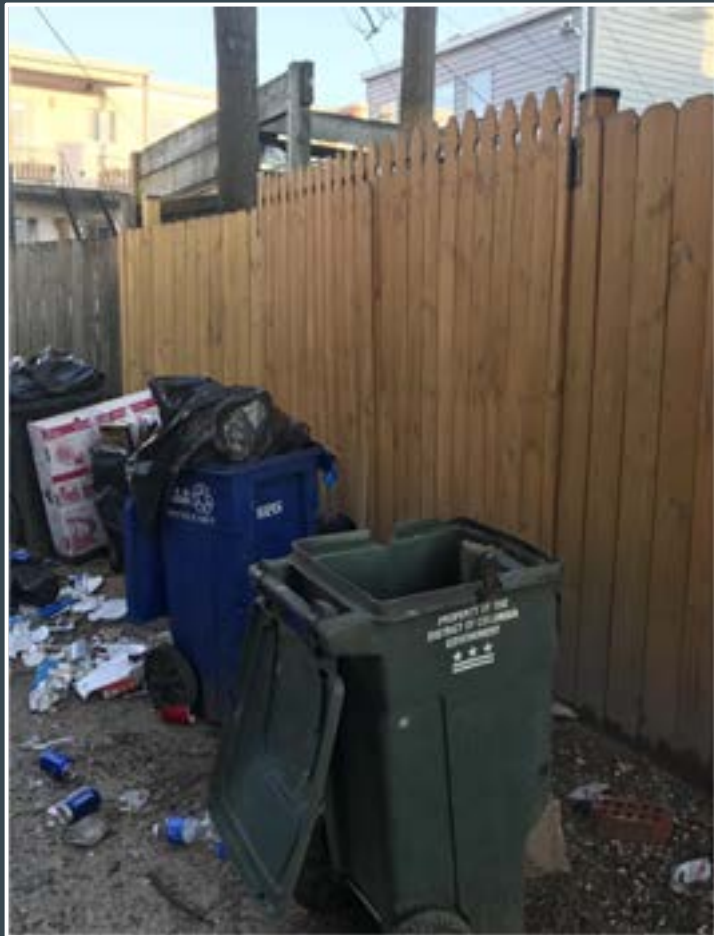


3



4





Our analysis suggests that the program had an overall positive impact.

We found improvements in 13 of the 16 measured metrics – litter index score, number of overflowing cans, number of open cans, and the number of overflowing and open cans combined, across all four neighborhoods.

Findings

- Statistically significant decrease in the average litter score in one neighborhood.
- Statistically significant reduction in the number of overflowing cans across all neighborhoods.
- Statistically significant reduction in the number of overflowing and open cans combined across all neighborhoods.

Neighborhood	Metric	Magnitude	Direction	Significant
Brightwood	Litter Index Score	-0.395	↓	Yes
Brightwood	Open Cans	-1.286	↓	Yes
Brightwood	Overflowing + Open Cans	-1.640	↓	Yes
Park View	Overflowing Cans	-2.616	↓	Yes*
Park View	Overflowing + Open Cans	-3.769	↓	Yes
Combined (All Neighborhoods)	Overflowing Cans	-1.364	↓	Yes
Combined (All Neighborhoods)	Overflowing + Open Cans	-2.159	↓	Yes

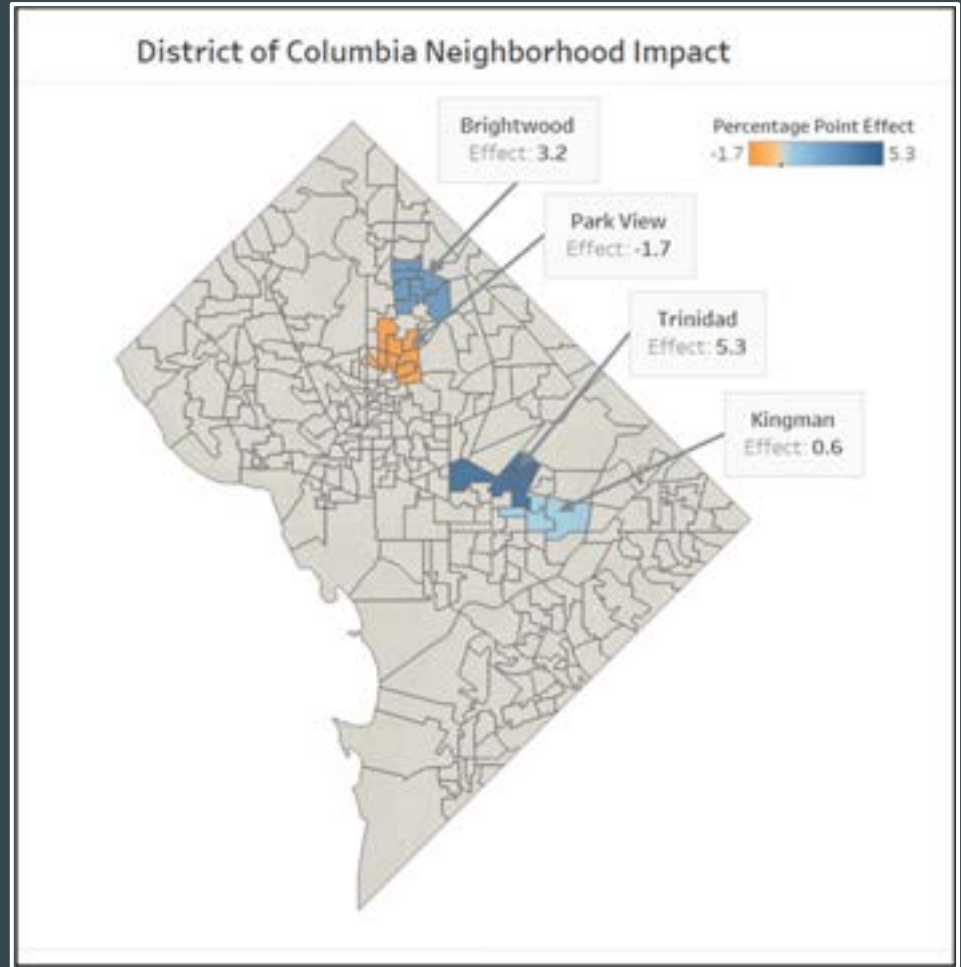
Findings

No statistically significant decrease in the number of cans counted along data collection routes

Neighborhood	Can Total			Number of Households	
	Magnitude	Direction	Significant	Treatment	Control
Brightwood	0.0596	↑	No	338	28
Park View	1.0264	↑	No	212	85
Rosedale Kingman	-1.429**	↓	No	218	102
Trinidad	-7.487	↓	No	254	70
Combined (All Neighborhoods)	-3.536	↓	No	1,022	285

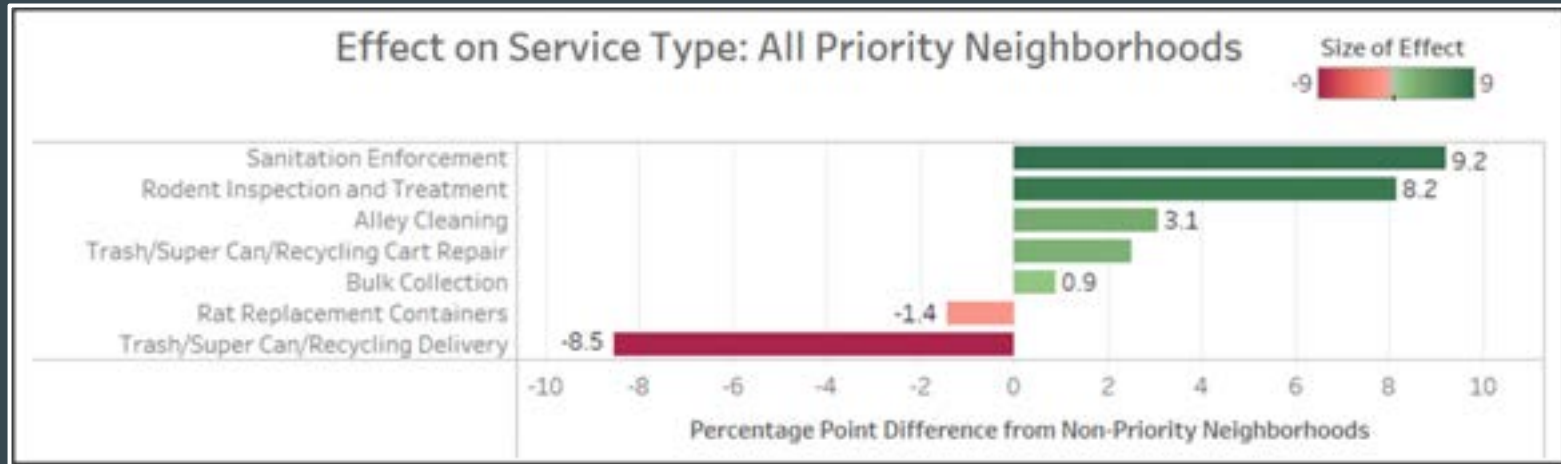
Findings

The number of 311 service request submissions in the target neighborhoods increased after sticker distribution by a +2.2 degree of change.



Findings

Sanitation enforcement was the most impacted service type in the four target neighborhoods with a +9.2 degree of change after sticker distribution, compared to the city average.



Findings



- 109 stickers were observed along the routes
- 10.6% of households applied the sticker to their can (but this number is likely higher).



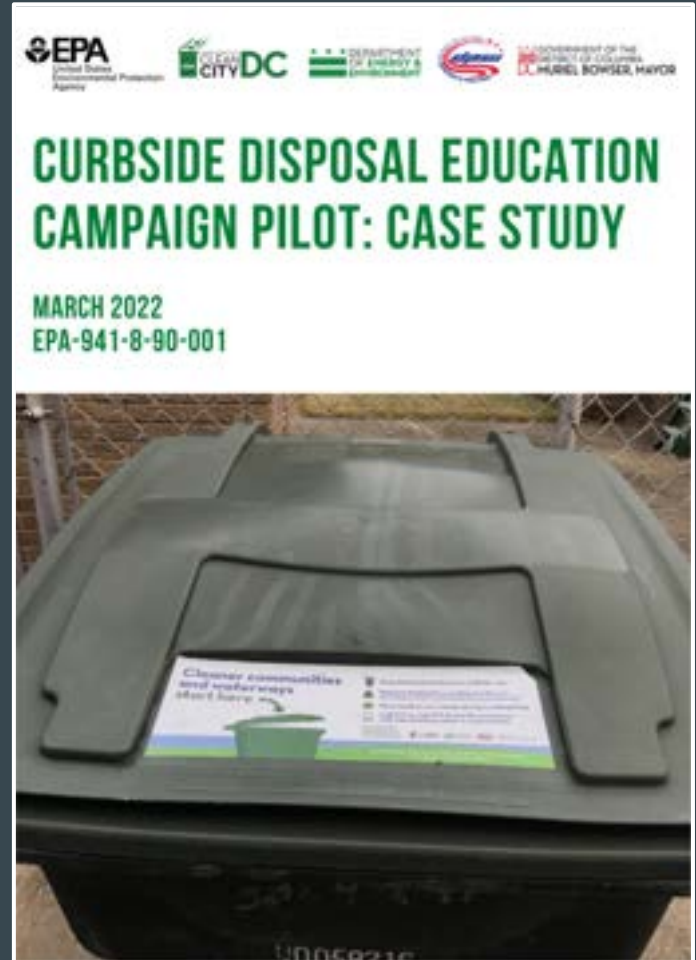
Focus Groups

- **Two focus groups:** ANC commissioners and “average residents”
- **Discussion:** Neighborhoods, trash and recycling, effectiveness of sticker, government services, interaction with DC’s rivers
- **Takeaways:**
 - People want their alleys to be a safe public space
 - DC Gov mailers have been useful – confused why a sticker was best product
 - Perception that people who most need this information won’t read it*

Check out our case study!

Publication of a case study report outlining:

1. Project scope
2. Data collection methodology
3. Findings
 - a. Survey data analysis
 - b. 311 request data analysis
 - c. Data collection context
 - d. Focus group takeaways
 - e. Limitations
4. Replicability and recommendations
 - a. Project checklist
 - b. Cost estimation



Thank you!

Layne Marshall
Marshall.Layne@epa.gov

Using Education to Reduce Trash in Waterways



The image shows a podcast player interface for the episode "Using Education to Reduce Trash in DC Waterways". At the top, the title "Using Education to Reduce Trash in Waterways" is displayed in a bold, dark font. Below the title are two portrait photos: Layne Marshall on the left and Julie Lawson on the right. Between the photos is the "GOV LOVE" logo, which consists of the words "GOV" and "LOVE" stacked vertically with a red heart symbol replacing the letter "O" in "LOVE". Underneath Layne Marshall's photo, her name "Layne Marshall" and affiliation "U.S. EPA" are listed. Similarly, under Julie Lawson's photo, her name "Julie Lawson" and affiliation "DC Government" are listed. The bottom section of the player shows the "GOV LOVE" logo on the left, followed by the text "GovLove - A Podcast About Local Government". To the right of this are the words "FOLLOW" and "SHARE" with corresponding icons. The episode title "#535 Using Education to Reduce Trash in DC Wa" is prominently displayed in the center. Below the title is a progress bar starting at "0:00" and ending at "37:41". To the right of the progress bar are icons for volume, repeat, and a "1x" speed indicator, followed by a large play button icon.

Layne Marshall
U.S. EPA

Julie Lawson
DC Government

GOV LOVE

GovLove - A Podcast About Local Government FOLLOW SHARE

#535 Using Education to Reduce Trash in DC Wa

0:00 37:41 1x

<https://elgl.org/podcast-using-education-to-reduce-trash-in-dc-waterways-with-layne-marshall-and-julie-lawson/>