Clean Virginia Waterways
2007 Year in Review

Reaching out through partnerships, education, workshops, and volunteerism – Clean Virginia Waterways shows major growth in 2007!

2007 was a wonderful year for Clean Virginia Waterways (CVW)! Throughout Virginia, CVW’s staff and volunteers dedicated themselves to improving Virginia’s water quality. CVW’s corporate partners participated in river and beach cleanups in enthusiastic numbers and CVW's non-profit organization partners eagerly embraced our "Make a Rain Barrel" program. The two major projects: Virginia Waterways Cleanup (part of the International Coastal Cleanup) and our Rain Barrel workshops both met and exceeded CVW's expectations. The International Coastal Cleanup in Virginia involved more people, pounds and miles than ever before.

In July of 2007, CVW hired a project manager, Beverley Anne Klein, to manage the Virginia Waterways Cleanup, CVW's rain barrel workshops, and coordinating delivery of barrels to CVW's partners for their workshops. Mrs. Klein has over 20 years of marketing and communication experience as well as hands-on experience dealing with conservation practices on her Buckingham County farm. She brings energy and enthusiasm for the environment to the projects she is managing.

CVW’s spacious office (117 McCorkle) has a fresh coat of paint and brand new tiles on the floor. The room’s long islands were covered with eco-friendly bamboo counter-tops, making the new space perfect for future workshops and great for sorting and mailing river and beach cleanup supplies.

Highlights for the year 2007

Virginia Waterways Cleanup/International Coastal Cleanup (ICC)
With 5081 volunteers picking up 281,516 pounds of trash on 428 miles of Virginia’s rivers, streams and beaches – CVW surpassed its goal of 5000 volunteers for the 2007 VA Waterways Cleanup (part of the International Coastal Cleanup)! **This exciting annual statewide event has been CVW's largest project since 1995.** It involves thousands of Virginians in cleaning our rivers and beaches, while also collecting useful data about what kind of litter they find. Clean Virginia Waterways is now ranked seventh in the nation for the number of volunteers working on this special river and beach project.

The data collected by CVW volunteers are used by the Ocean Conservancy, VA State Parks, U.S. Coast Guard, National Park Service and hundreds of non profit organizations to help track trends in litter, and to design litter-prevention efforts.
Top Ten Items found and recorded by volunteers during the International Coastal Cleanup in Virginia, 2007

<table>
<thead>
<tr>
<th>Item</th>
<th>Number Found</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Cigarettes/Cigarette Filters</td>
<td>28,600</td>
<td>19.48 %</td>
</tr>
<tr>
<td>2. Beverage Bottles (Plastic)</td>
<td>24,638</td>
<td>16.78 %</td>
</tr>
<tr>
<td>3. Food Wrappers and Containers</td>
<td>17,831</td>
<td>12.15 %</td>
</tr>
<tr>
<td>4. Bags</td>
<td>13,973</td>
<td>9.52 %</td>
</tr>
<tr>
<td>5. Beverage Cans</td>
<td>11,147</td>
<td>7.59 %</td>
</tr>
<tr>
<td>6. Beverage Bottles (Glass)</td>
<td>9,885</td>
<td>6.73 %</td>
</tr>
<tr>
<td>7. Cups/Plates/Forks/Knives/Spoons</td>
<td>7,796</td>
<td>5.31 %</td>
</tr>
<tr>
<td>8. Caps/Lids</td>
<td>5,464</td>
<td>3.72 %</td>
</tr>
<tr>
<td>9. Building Materials</td>
<td>4,728</td>
<td>3.22 %</td>
</tr>
<tr>
<td>10. Straws/Stirrers</td>
<td>2,429</td>
<td>1.65 %</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>126,491</strong></td>
<td><strong>86.1 %</strong></td>
</tr>
</tbody>
</table>

These ten items accounted for 86.1 percent of all litter and trash picked up by volunteers in Virginia during the 2007 Virginia Waterways Cleanup (part of the International Coastal Cleanup)

Sponsors of the International Coastal Cleanup in Virginia include:

- Longwood University
- Philip Morris USA
- Ocean Conservancy
- Dow Chemical Company (10,000 trash bags)
- Virginia Department of Conservation and Recreation
- Virginia Department of Environmental Quality
- Virginia Coastal Zone Management Program (DEQ)
- Local businesses across the entire Commonwealth
- Schools and universities, youth groups, conservation organizations, Master Gardeners, marinas, Virginia State Parks, museums and others!

Rain Barrel Workshops

One of CVW’s most popular programs, “Make Your Own Rain Barrel” Workshop, was a huge success in 2007. In order to meet the enormous demand by citizens to install low-cost rain barrels on their homes’ downspouts, CVW increased the number of trained workshop leaders thanks to a grant from the Chesapeake Bay Restoration Fund. CVW held “Train the Trainer” workshops in Arlington, Fairfax, Richmond and Farmville, instructing more than 130 trainers from 103 nonprofit organizations, churches, local governments, parks, and museums. These trainers agreed to hold at least one workshop during the next year. CVW has directly or indirectly trained thousands of citizens in making and using rain barrels in 2007.

Newspapers including the Richmond Times Dispatch, Co-Op America and Real Money interviewed and wrote articles about CVW’s successful rain barrel workshops which re-use old pickle and olive barrels.

In 2008, CVW will be working with Mt. Olive Pickle Company and other companies with food-grade plastic barrels to distribute the barrels for workshops across the state.
Electronics Recycling Event (April)
CVW is concerned with electronic devices and appliances being thrown into our landfills. Mercury, lead, and other elements are finding their way to our water supply. CVW continues to spearhead the electronic recycling in Prince Edward County to try and contain these contaminants. Residents brought in 9473 pounds of televisions, computers, cell phones, and other household electronics for recycling during this one-day event. Partners working with CVW on this project included Prince Edward County, the Piedmont Soil and Water Conservation District, Longwood University and The Farmville Herald.

Well Water Testing
Working with Dr. David Buckalew, Associate Professor of microbiology at Longwood University, CVW organized free well water testing for 50 low-income families in rural Southside Virginia. Well water samples were tested for E. coli and nitrates and owners were advised on how to treat their wells for contamimates.

Litter Prevention
In 2007, CVW received more calls and emails from outside agencies, non-profit organizations, researchers, and the media than ever in the past. CVW’s web site is one of the most thorough on cigarette butts as litter and has been quoted in many research papers and newspaper articles throughout the world. Katie Register, CVW’s executive director, has been featured in several national and regional newspapers concerning cigarettes as litter, and served as a consultant to a new cigarette litter-prevention organization in Italy. Katie was invited to participate in Keep America Beautiful’s Litter Research Forum in New York in April of 2007 during which litter prevention experts from around the world help shaped KAB’s future programming. CVW staff also participated in efforts to increase recycling and decrease litter through a re-vitalized Keep Virginia Beautiful program.

Mass Release of Balloons
CVW has become increasingly involved in the national movement to stop the massive release of balloons because of the harm the balloons and their ribbons can cause through entanglement and ingestion by marine wildlife. CVW's website on this topic has become one of the most quoted sites by the media and college research papers. CVW's website plays an important role in helping the public about the devastating impact that balloons and their ribbons play on marine wildlife and coastal habitats. CVW plans to play a more active role in helping the general public understand the danger of mass releases of balloons by informing university administrators, event and sport planners, colleges and universities and government agencies of this dangerous form of litter.

Water Quality Monitoring
The Appomattox River Quality Monitoring Program, in its ninth year, continues to monitor the rivers and streams in the upper Appomattox River Basin, thanks to Dr. David Buckalew, his students, and volunteers. This program monitors the quality of the Appomattox River and several of its tributaries. A team of trained volunteers and students has helped over the years collecting water samples and testing them for the presence of nutrients, bacteria, and sediment. Longwood University’s microbiology lab is one of the few in the state that is recognized by DEQ as producing “Level III” water quality data, which is the highest quality level a university or citizen group can obtain. CVW continues to serve on the Virginia Water Monitoring Council’s Steering Committee.
Virginia Resource Use Education Council
CVW continued to serve on this council in 2007. We are dedicated to increasing environmental educational programming in the state.

Shoreline Erosion Research and Public Education
CVW worked closely with Longwood University on the “Living Shoreline” techniques of conservation at Longwood University’s Hull Springs Farm. This program educates shoreline property owners in the Northern Neck region of Virginia about environmentally-friendly techniques to reduce shoreline erosion while maintaining habitat for birds, crabs and other aquatic wildlife.

Education and Outreach
Environmental education has always been an important part of CVW’s mission. Katie Register has been the guest instructor for college classes at Longwood University on several water related and environmental topics. She also taught one-day “Water 101” workshops for teachers during workshops held at Longwood University and Southside Virginia Community College, and conducted a day of water education at the Governors School Environmental Camp in Virginia Beach.

CVW staff members are frequent speakers at local civic organizations and garden clubs and do year-round extensive mentoring of Longwood students on a wide range of environmental issues. Here, a student learns to test a river for the presence of pollution.

Partnerships, Sponsors and Affiliates
In 2007, Clean Virginia Waterways’ programmatic efficiency – the percentage of revenue that directly supports it projects – was once again outstanding thanks to the in-kind support from Longwood University.

The staff and board of CVW would like to thank the hundreds of committed partners, sponsors and affiliates for making 2007 a celebratory year! These dedicated groups of concerned citizen stewards are making a real difference. CVW especially thanks the following for their outstanding support of CVW that made our successes in 2007 possible:

- Longwood University
- Philip Morris USA
- Ocean Conservancy
- Chesapeake Bay Restoration Fund
- Virginia Department of Conservation and Recreation, State Parks
- Virginia Department of Environmental Quality, Water Quality Programs

Clean Virginia Waterways
Longwood University
201 High Street (McCorkle 117)
Farmville, VA 23909
Phone: 434-395-2602
Email: cleanva@longwood.edu
Web: www.longwood.edu/cleanva/