

Plastic Water Bottle Reduction in the Mid- Atlantic

Mid-Atlantic Regional Council on the Ocean

Virginia Marine Debris Summit

September 27, 2022



MARCO
MID-ATLANTIC REGIONAL
COUNCIL ON THE OCEAN

Mid-Atlantic Marine Debris Work Group

- Chaired by Virginia
- Over 30 members from across sectors
- Community-Based Social Marketing campaign to reduce balloon release behavior – with funding from NOAA Marine Debris Program
- Regional database of marine debris projects



Prevent Balloon Litter

- Funded by a NOAA Marine Debris Program Marine Debris Prevention grant
- We already about the Community-Based Social Marketing aspect of this work

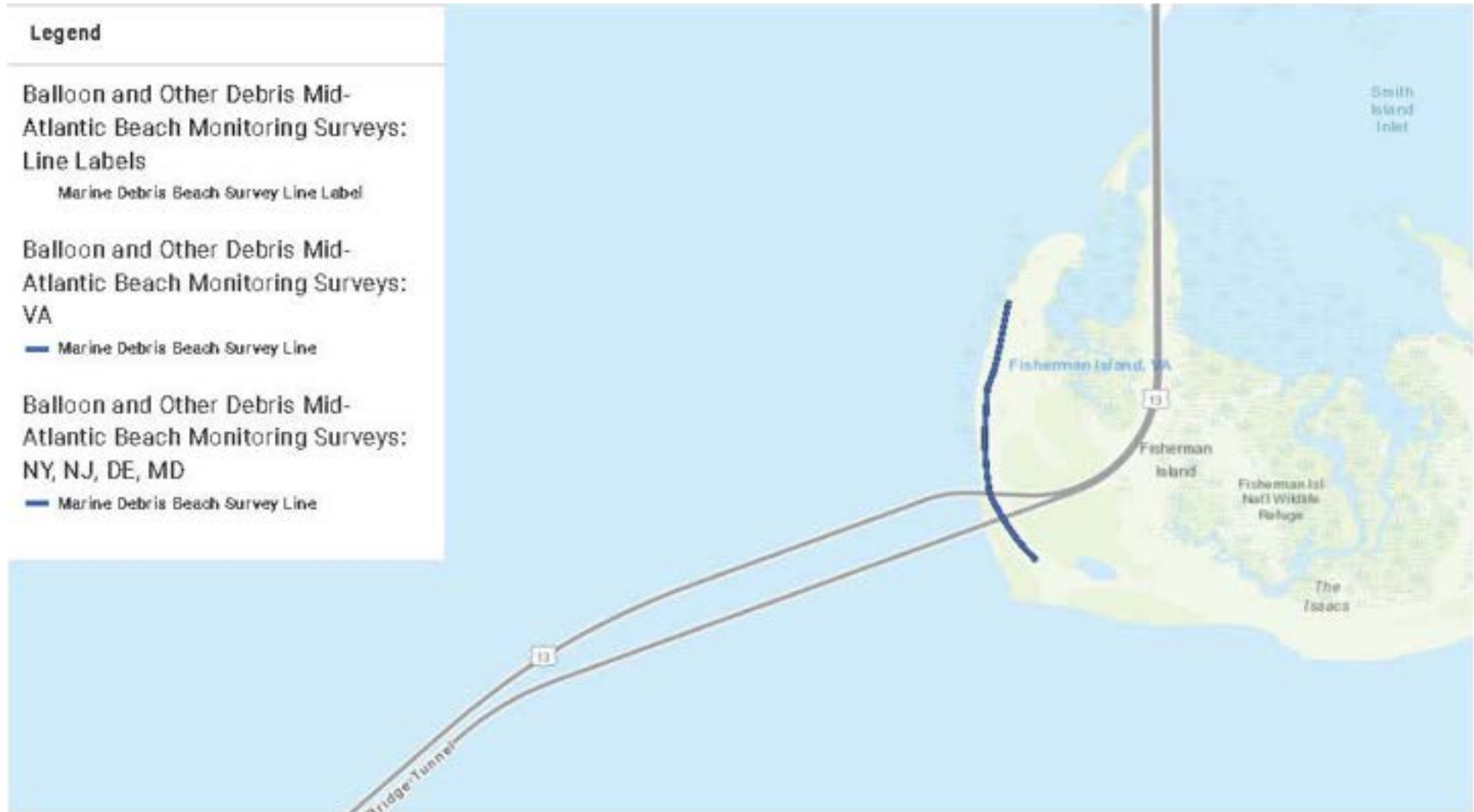


Prevent Balloon Litter

- Also part of this grant are bi-annual beach monitoring/cleanups in all five states
- Started monitoring in fall 2018
- Most states monitor the same 1-mile stretch of beach, two times per year
- You can visit a story map here: <http://arcg.is/1HmSna>

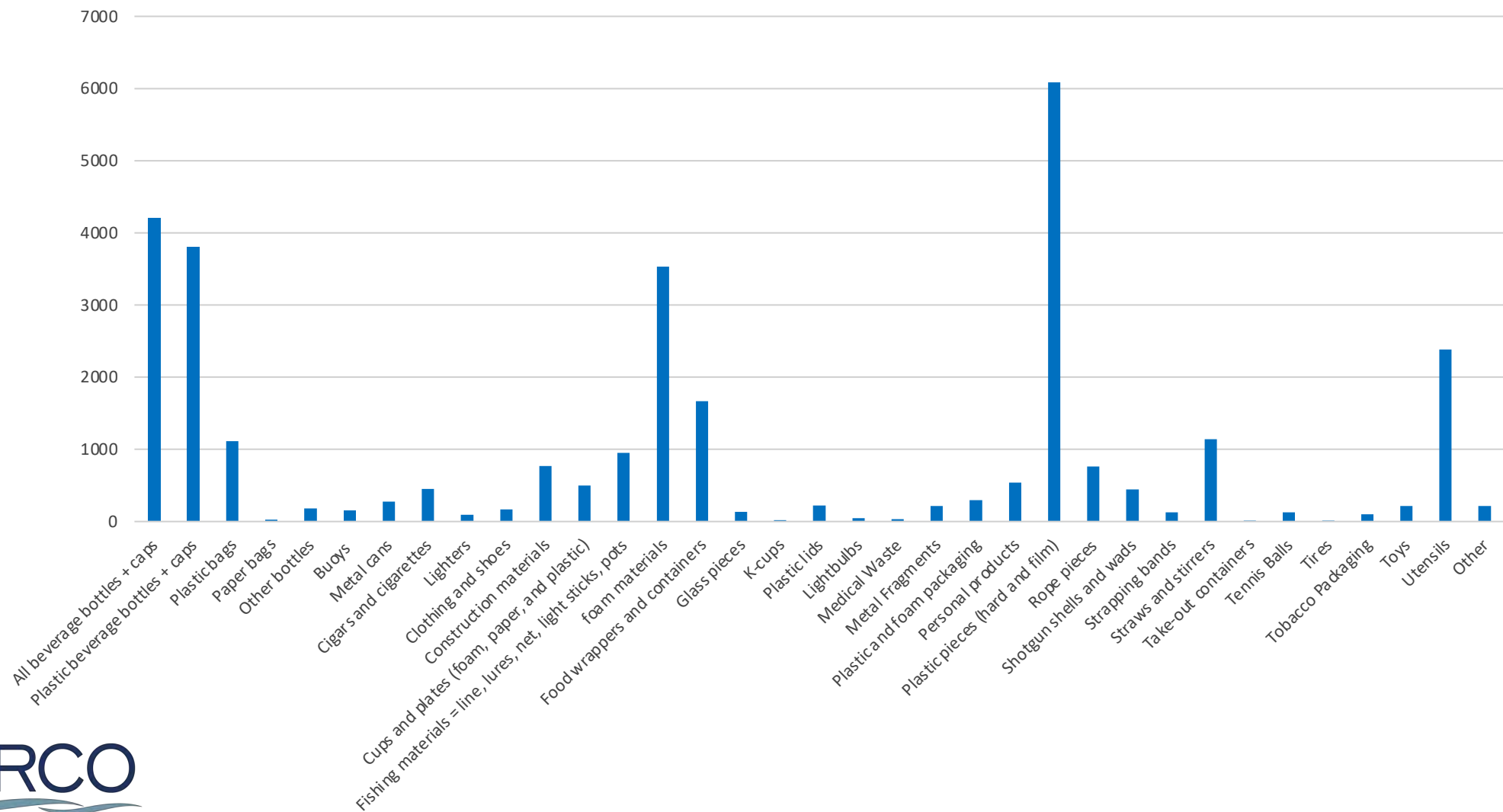


Mid-Atlantic Marine Debris Beach Monitoring MARCO Data Portal Layer



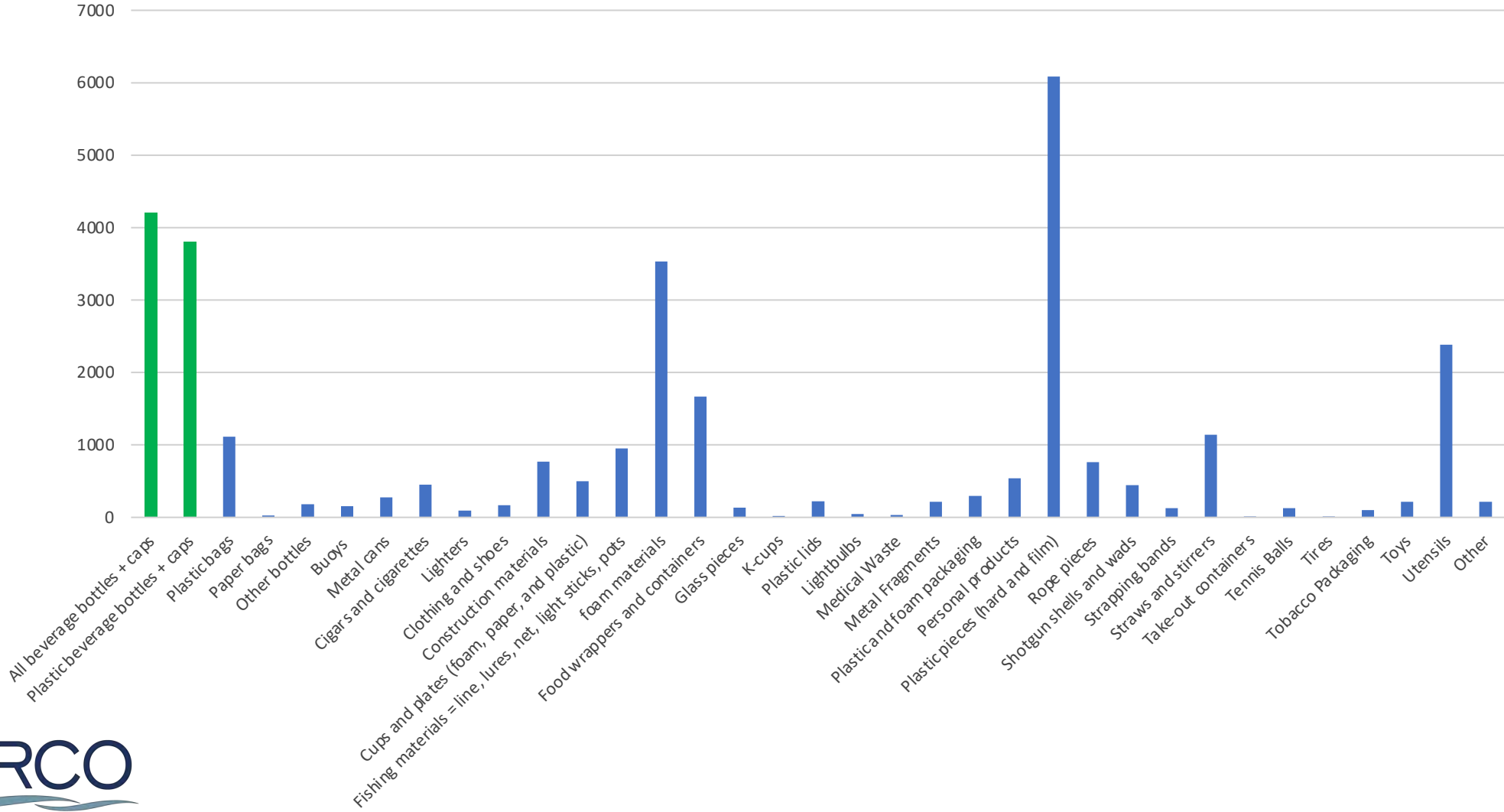
MARCO Beach Monitoring 2018-2022 Preliminary Results

Non-Balloon Related Material



MARCO Beach Monitoring 2018-2022 Preliminary Results

Non-Balloon Related Material



Draft and Preliminary – Please do not copy or distribute

Plastic Beverage Bottle Reduction

- Work Group is actively fundraising for a regional approach to reducing plastic water bottles in the Mid-Atlantic
- One possible approach is to fund the installation of clean water-bottle fill stations throughout the region



Plastic Bottle Reduction

- High prevalence of plastic beverage bottles and caps also reflected in overall data from the ICC in both 2020 and 2021



Plastic Bottle Reduction

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Plastic Bottle Reduction

- Identified just under 20 parks and other recreational areas in the Mid-Atlantic that are interested in participating
- Also need to conduct regionally-specific barriers research to inform campaign
- We hope to move forward with this work in 2023



Thank you!

Avalon Bristow

abristow@midatlanticocean.org



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