

Litter Reduction Campaign

SEPTEMBER 2017

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Litter in Franklin

- Citizen complaints about roadside litter and debris
- Trash from construction sites and un-tarped trucks
- Loose trash in rollout bins
- Unintentional littering
- Overall, Franklin is doing well.

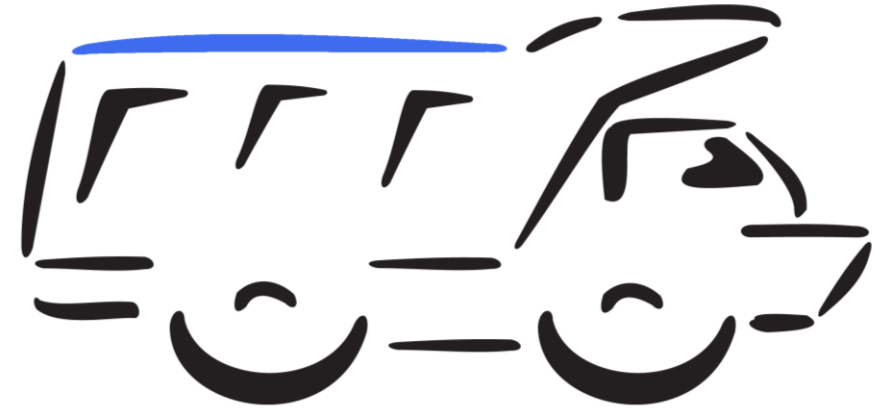
Goal: Heighten Public Awareness

Target Audience:

- Construction Industry—tarps and clean job sites
- Neighborhoods--avoid loose trash in bins
- All Residents and Visitors

Contractors

- Signage at Transfer Station
- Signage at Construction sites
- Signage on Commercial Dumpsters
- Signage in the Building and Neighborhood
Services Department
- Car Decals on BNS fleet vehicles



KEEP IT COVERED!

#TrashFreeFranklin

Neighborhood Residents

- Temporary signage at entrance to neighborhoods
- Social Media
- Stickers, magnets or words designed on new roll-outs



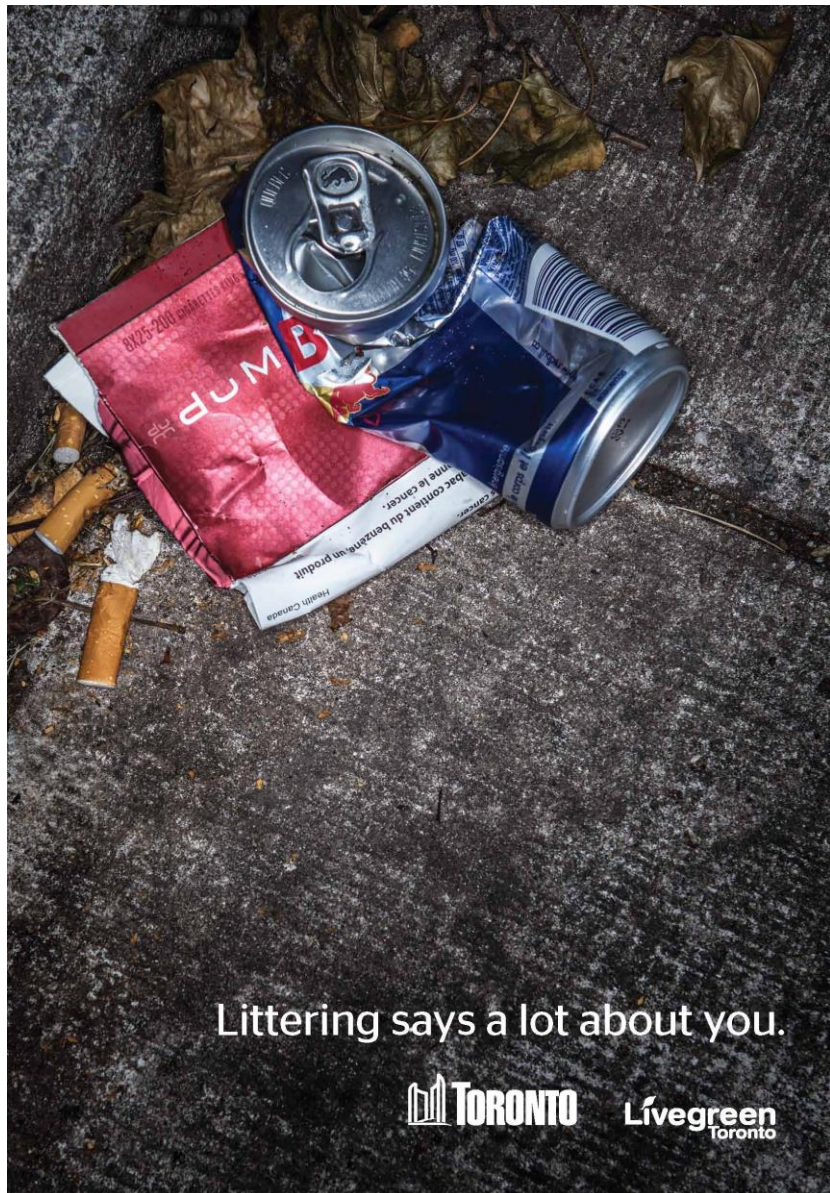
Social Media Outreach for Residents & Visitors



#trashfreefranklin

#stayclassynottrashyfranklin

TDOT uses #NobodyTrashesTennessee



Toronto's Litter Reduction Campaign

Toronto With A Southern Flair



*Quit being ugly
Ya'll ain't right
Well I'll Be
What in tarnation
Bless Your Heart*

Tagline Ideas:

Litter is NOT a southern expression
Litter is NOT a southern tradition
Don't make litter a southern tradition
Don't make litter a Franklin tradition

Next Steps—Awareness

- Conduct a litter index survey to determine the amount of roadside debris. This involves going around Franklin and rating the amount of litter visible from City streets.
- Create a webpage listing resources.
- Create a mechanism for reporting litter.
- Launch a social media campaign to raise awareness with weekly posts, a catchy hashtag, and a video highlighting ways to reduce unintentional litter.

Social Media Posts (Trash Talking Tuesdays)

- Weekly Posts Could Include:
- #StayClassyNotTrashyFranklin, #NobodyTrashesTennessee -- 72 % of litter in Tennessee is considered negligent litter, which includes vehicle debris and trash flying out of uncovered pickup truck beds.
- #TrashTalkingTuesday, #StayClassyNotTrashyFranklin, #NobodyTrashesTennessee-It costs taxpayers at least \$15million annually to pick up litter in Tennessee!
- #TrashTalkingTuesday, #StayClassyNotTrashyFranklin if you are hauling debris make sure your load is covered to prevent items from flying off or falling out of your truck!

Next Steps—Prevention Ideas

- Create anti-littering car decals to be placed on fleet vehicles.
- Provide signage, as part of the permitting process, to be placed on commercial dumpsters.
- Include materials with building permits to maintain clean construction sites.
- Require signs be placed at residential construction sites containing contact information to report litter as well as other common issues.
- Create stickers or decals for rollout bins reminding citizens to bag their trash and recycle or when ordering new bins the words “bag your trash” will be on designed on the dumpsters at an extra cost.
- Use municipal staff to conduct periodic street clean-ups.
- Design large wraps to be placed on refuse trucks discouraging litter.

Truck Wraps and Decals Concept



Interagency Coordination

- The Williamson County Jail uses inmates to clear roadsides of trash and debris.
- Keep Williamson Beautiful provides clean up kits to volunteers.

<http://www.williamsoncounty-tn.gov/160/Keep-Williamson-Beautiful>

- The Tennessee Department of Transportation (TDOT) has an online form and also a toll-free number citizens can call to report litter. More information is available here: <https://www.tn.gov/tdot/article/litter>