

The logo for CLEAN Fairfax features the text "CLEAN Fairfax" in a green, sans-serif font. The word "CLEAN" is in all caps, while "Fairfax" has a lowercase 'f'. A green circular arrow with a drop shadow surrounds the text, pointing clockwise. The background of the top half of the slide is white, with a vertical green bar on the left side.

CLEAN Fairfax

www.cleanfairfax.org

CLEAN FAIRFAX COUNCIL

Reduce. Reuse. Recycle. Reclaim. And Quit Littering!



CLEAN FAIRFAX COUNCIL

- ⊙ Established in 1979
- ⊙ 501 (c) 3 Non-Profit Organization since 1985
- ⊙ Funded in part by The Litter Tax which is administered by Virginia DEQ
- ⊙ Works on litter prevention, recycling education and sustainability issues in the county
- ⊙ Believes plastic water bottles, plastic bags and polystyrene are the bane of our existence.

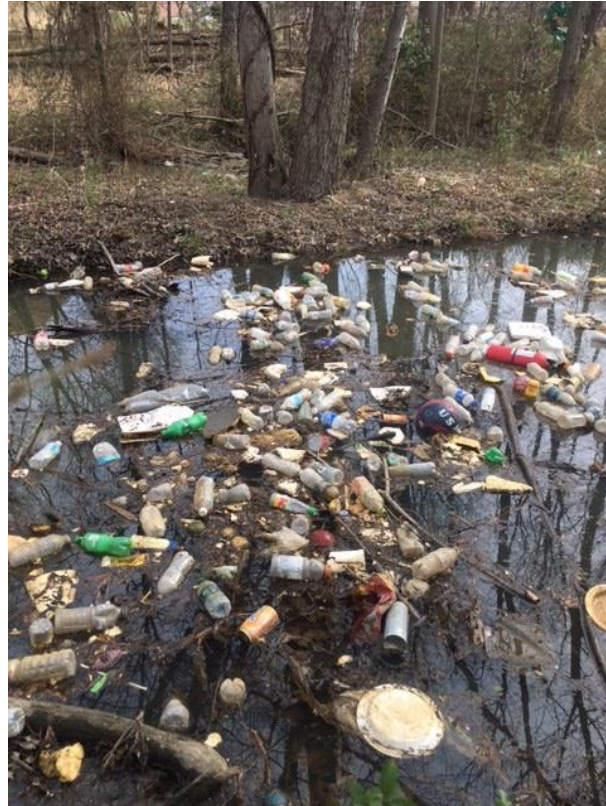
STREAM LITTER



MORE STREAM LITTER



OK, TWO MORE





THE BIG PICTURE

- ⊙ The Problem:
 - ⊙ The stuff we throw out here ends up everywhere—there is no such thing as “away.”
 - ⊙ Recycling markets are looking shaky.
 - ⊙ Climate Change is Real.
 - ⊙ We’re not taking very good care of the planet.

CURRENT PROGRAMS

- ◎ Public Private Partnership with Fairfax DPWES/Stormwater and Solid Waste
- ◎ Corporate Sustainability-Business is Picking Up
- ◎ LitterFreeVA.org
- ◎ Mount Vernon Litter Program Pilot Program
- ◎ SpringFest Fairfax (Earth and Arbor Day)
- ◎ Clean Fairfax Environmental Scholarship
- ◎ Speaking Programs for business, schools, libraries, houses of worship, etc.



CLEAN STREAMS INITIATIVE

- ⊙ Helping Fairfax County Comply with MS4
 - ⊙ Monitor 5 stream sites for floatable litter, quarterly and create outreach program specific to each location (and land use) to see if we can identify sources, and reduce the amount of litter in streams
 - ⊙ Work with Stormwater to create Litter Prevention Program
 - ⊙ Amplify County's messaging around litter/recycling/sustainability

BUSINESS IS PICKING UP

- ⦿ Modeled after our Community Clean Up program
 - ⦿ Opportunities for businesses to be more sustainable in Fairfax County
 - ⦿ Potential Awards Program for those who go above/beyond what is required



LITTER FREE VIRGINIA

- ⊙ LitterFreeVA.org
 - ⊙ Ad-hoc coordination of regional non profits to support environmental legislation at the state level. Currently tracking: Plastic Bag Bills



Litter Free Virginia

MT VERNON / RT 1

- ⊙ Pilot program to identify sources of overwhelming litter program in Little Hunting Creek and other waterways along Rt 1/South County
- ⊙ Working with Mt Vernon Supervisor's office as well as area non profits and social/human services organizations for a wholistic approach
- ⊙ Goal is to suggest policy solutions that are sustainable and can be applied across the county/region.



THE BIG PICTURE

- ⊙ The Solution:
 - ⊙ Work on gateway changes (just start with one thing)
 - ⊙ Change the way we educate people
 - ⊙ Press for behavior changes.
 - ⊙ Recycling is great but we really need to use and have LESS STUFF

3 Things



MAKE BETTER CHOICES

- ◎ Refuse Single Use Anything
- ◎ Bring your own bag/cup
- ◎ Talk to management about them making better choices

LEAD BY EXAMPLE

- ◎ Be a Leader among your friends/Family/work
- ◎ Set up recycling programs
- ◎ Grow your own food etc



USE YOUR VOICE

- ③ Vote in EVERY ELECTION
- ③ Literally speak up about important issues
- ③ Amplify messages by partnering



TL;DR: THE NEW SIMPLE MESSAGE

- ⦿ Try giving up ONE plastic— water bottles, or plastic bags at the grocery store or straws.
- ⦿ If you're not recycling AND reducing, you're a big part of the problem.
- ⦿ “Use Less Stuff”



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CLEAN
is **COOL**

CLEAN FAIRFAX COUNCIL

Keeping Fairfax County Clean, Green and Sustainable