

Empowering Pennsylvanians to keep our communities clean and beautiful.

Michelle Dunn, Program Coordinator mdunn@keeppabeautiful.org | 724.836.4121 | keeppabeautiful.org

2024 KEEP PENNSYLVANIA BEAUTIFUL PICK UP PENNSYLVANIA

Sponsored by











Why Do We Need Pick Up Pennsylvania

We know cleanups alone are not going to solve the litter problem, but they are a way to not only manage the problem, but also a tool to build community stewardship and civic pride.









Making a Difference by Working Together

Since 1990 Keep Pennsylvania Beautiful works with many partnering organizations on the state and grassroots level to accomplish our goal of a clean and beautiful Pennsylvania. 2022 Stats:

/ INUITIBLE OF CACHES TIGHTS		Number of events	4,942
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Pounds of trash	3,409,240
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Pounds of scrap 134,240

Number of tires 45,412

Miles of roads
7,863

Acres of park cleaned 9,726

Greens planted 104,495

Number of volunteers 65,988





Thank you all who contributed to those numbers!!!



What is Pick Up Pennsylvania?

- Pick Up Pennsylvania is a year-long initiative!
- Events types: litter and illegal dump cleanups, community greening and beautification, special collections and education events.
- Events scheduled from Mar 1 May 31 & September 1 November 30 receive FREE trash bags, gloves, and safety vests as supplies last.
- April 1 through April 30, PA DEP and Pennsylvania Waste Industries Association sponsor free or reduced trash disposal at participating landfills.
- Events must be registered at <u>keeppabeautiful.org</u> to receive free cleanup supplies and be eligible for free or reduced cost disposal.

Call us at 724-836-4121 if you need help registering, or don't have a computer or email and we'll register for you.



Pennsylvania Litter Research and Cost Study

KEY FINDINGS

- 502 million pieces of litter on our roads
- 37% comprised of cigarette butts
- 30% comprised of plastics with plastic film and beverage containers most prevalent
- PENNDOT spends upwards of \$13 million per year picking up litter along state-owned roadways

- Cities spent 68.5 million dollars managing litter and illegal dumping, 80% of those dollars just on cleanup
- Research, Fact Sheets, Media Releases and Infographics are available at: www.dep.pa.gov/litteringactionplan

"We now have data from the most comprehensive statewide litter research effort ever conducted in Pennsylvania," said DEP Sec. McDonnell, "DEP is committed to working with our partners to use it strategically to shift the state's approach to litter from cleanup to prevention, so that Pennsylvanians may gain community economic, and environmental advantages they're now sacrificing to litter cleanup."

- February 4, 2020







Where Does Litter Come From?

- Open Dumpsters
- Recycling/trash bins lacking lids
- Blown from waste hauling vehicles and uncovered loads
- Motorists littering from cars
- Pedestrians
- Overflowing public trash cans
- Not everyone views some trash, like cigarette butts, as litter



How Does All This Litter Affect You and Your Community

- Negatively impacts community pride and others' perceptions of the health of a community, and can impact business development, tourism and property values.
 - > 36% of business development officials say litter impacts a decision of whether they locate to a community
 - > 55% of realtors think litter reduces property values by about 9%
 - > 60% of property appraisers would reduce a home's value if it was littered
- Degrades the natural environment. Most trash takes years, even centuries, to break down.
- Can leach chemicals, and break into microplastics, creating hazards for unsuspecting wildlife.
- Heavy rains can transport litter through storm drains into nearby waterways releasing pollutants, threatening aquatic life, and interfering with uses of our marine resources.
- Attracts disease-carrying mosquitoes and rodents.



Litter is Costly

Litter and illegal dumping are a significant drain on state and local governments.

- ➤ Nine cities in PA spend 68.5 million annually on litter and illegal dumping.
 - 80% on cleanups
 - 1% on education
- PennDOT spends roughly \$14 million annually on statewide litter pickups.

For every dollar that is spent cleaning up litter and illegal dumping, it is one less dollar available for beneficial community services like fixing our roads and building and maintaining our parks.

Learn more about the costs of litter: https://www.keeppabeautiful.org/research/



What is Pennsylvania Doing About Litter?



- Department of Environmental Protection sponsors Pick Up Pennsylvania and PennDOT distributes cleanup supplies to registered events
- Department of Environmental Protection, PennDOT and Keep Pennsylvania Beautiful commissioned the 2020 Pennsylvania Litter Research Study:
 https://www.keeppabeautiful.org/research/
- ➤ In 2021, the state released the first ever Pennsylvania Litter Action Plan: https://www.dep.pa.gov/Business/Land/Waste/littering/Pages/Litter-Action-Plan.aspx
- ➤ Based on a recommendation from the study the Department of Community and Economic Development, Department of Environmental Protection, PennDOT, and Keep Pennsylvania Beautiful collaborated with Red House Communications for the PA Fights Dirty Education campaign. Learn more: https://dced.pa.gov/litter/









What Can You and Your Community Do About Litter?

Individuals, friends, family and groups large and small can help clean up:

- Vacant lots
- Streets and roadways
- Waterways and riverbanks
- Plant gardens and trees or mulch a local playground
- Educate your community about the harmful effects of litter and how they can also help

To host an event, join an event near you or to inquire about free supplies and trash disposal, visit https://www.keeppabeautiful.org/programs/pick-up-pa/

Or contact Michelle Dunn, Pick Up Pennsylvania Program Coordinator, at 412.836.4121 ext. 113 or mdunn@keeppabeautiful.org.

More than 90 percent of Pennsylvanians agree that litter is a problem that needs to be addressed.

Every Litter Bit Matters when it comes to keeping Pennsylvania clean and free from litter.



How to Build a Successful & Sustainable Community Wide Cleanup

Planning and Recruiting Volunteers

- 1. Choose a date that is consistent each year (second Saturday in March)
- 2. Participate in PICK UP PENNSLVANIA to access free cleanup supplies and free or reduced disposal
- Ideas of places to recruit volunteers:
 - Local, county and state agencies
 - Local magistrates
 - County adult and youth probation departments for community service hours
 - Area high schools and sports teams for community service hours
 - > County conservation districts and local watershed and environmental organizations
 - County and local chamber of commerce, PA Downtown and Main Street organizations and civic organizations (Rotary, Lions Clubs)
 - Local universities, colleges and trade schools
- 4. Utilize local fire and police departments for safety on the day of event



How to Build a Successful & Sustainable Community Wide Cleanup

Marketing and Promotion

- 1. Local newspaper, radio and television station, social media
- 2. Community websites, library and chamber of commerce members/local business social media
- 3. Printed flyers on local pizza shops/restaurants outgoing orders
- 4. Reach out to state and local legislators to promote event to their constituents
- 5. Work with United Way for the Day of Caring
- 6. Work with local universities, colleges and trade school



How to Build a Successful & Sustainable Community-Wide Cleanup

Community Involvement and Helpful Hints

- 1. Ask local restaurants/grocery stores donate snacks and drinks for volunteers
- 2. Involve local places of worship to help with planning and promoting and day of event
- 3. Invite local media or have someone document the day and send to local media
- 4. Giveaways for the groups that picks up the most trash, most unique item, most volunteers, etc.
- 5. Don't try and clean every roadway in the community at once. Ex: state roadways in the spring and local roadways in the fall
- 6. Organize a litter-themed poster contest with local schools and youth programs



How to Build a Successful & Sustainable Community Wide Cleanup











Other Keep Pennsylvania Beautiful Programs and Resources

- Illegal Dump Free PA
- Educational Resources
- ➤ Litter Free School Zones
- Land Steward Adoptions
- Waterway Stewards





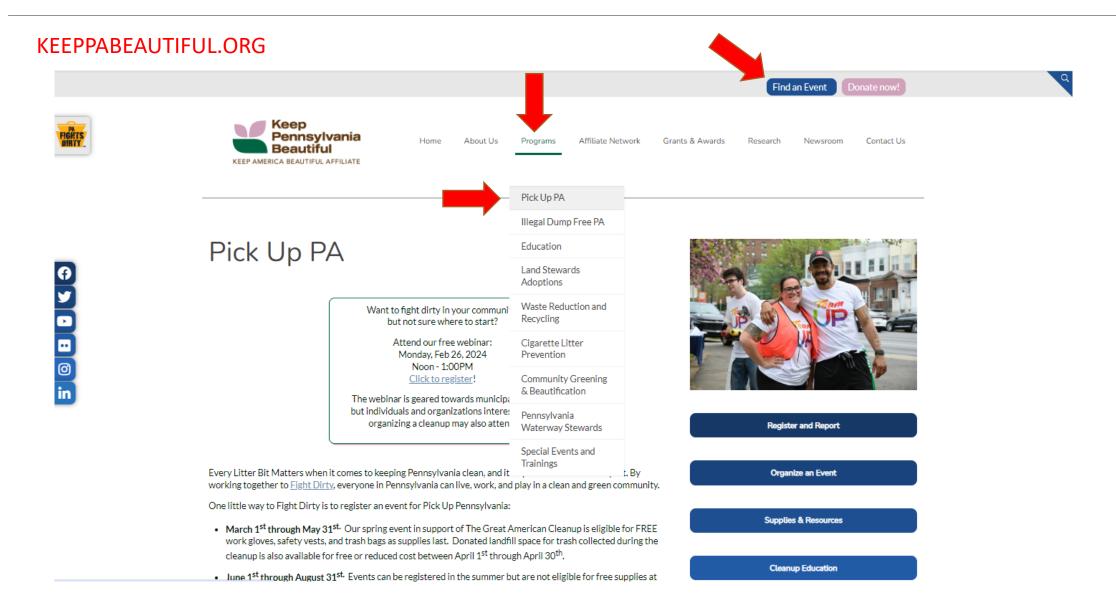




https://www.keeppabeautiful.org/programs



How to Find PICK UP PENNSYLVANIA Information



How to Register and Important Program Dates

Pick Up PA

Want to fight dirty in your community, but not sure where to start?

> Attend our free webinar: Monday, Feb 26, 2024 Noon - 1:00PM Click to register!

The webinar is geared towards municipalities, but individuals and organizations interested in organizing a cleanup may also attend.

Every Litter Bit Matters when it comes to keeping Pennsylvania clean, and it's up to all of us to do our part. By working together to Fight Dirty, everyone in Pennsylvania can live, work, and play in a clean and green community.

One little way to Fight Dirty is to register an event for Pick Up Pennsylvania:

- March 1st through May 31st. Our spring event in support of The Great American Cleanup is eligible for FREE work gloves, safety vests, and trash bags as supplies last. Donated landfill space for trash collected during the cleanup is also available for free or reduced cost between April 1st through April 30th.
- June 1st through August 31st. Events can be registered in the summer but are not eligible for free supplies at
 this time. Please also be aware of the additional safety concerns for summer events in PA like ticks, snakes,
 vegetation, and poison ivy.
- September 1st through November 30^{th.} Our fall event in support of The International Coastal Cleanup is
 eligible for FREE work gloves, safety vests, and trash bags as supplies last. There is no donated landfill space for
 the fall event.
- December 1st through February 28th. Events can be registered in the winter but are not eligible for free supplies at this time. Please also be aware of the additional safety concerns for winter events in PA.







Supplies & Resources

Cleanup Education

Find a Local Event

How to Organize an Event
Poli Up PA



Important Program Notes

Remember:

- All registered events are eligible for FREE work gloves, safety vests, and trash bags (courtesy of <u>PennDOT</u>, and <u>PA DEP</u>) while supplies last.
- Members of the <u>Pennsylvania Waste Industries Association</u> and other landfill owners, along with the <u>PA DEP</u>, have graciously donated landfill space for trash collected during the cleanup. Please note that free or reduced landfill space is available only between April 1st through April 30th. Everyone who registers an event with Pick Up Pennsylvania will be given access to a list of services and supplies available in their area. As a reminder, there is no free tire disposal for Pick Up Pennsylvania. To properly dispose of your tires, visit the <u>PA DEP's list of permitted tire recyclers and processors.</u>
- Plan for proper disposal of any electronics that are found.
- Community Cleanup Day events held for residents to clean out their households are not eligible for the Free or Reduced Disposal Days (which is between April 1st through April 30th).
- Please be aware that some lands may be open for hunting or trapping even on some Sundays. For current seasons and dates for your cleanup location, visit the PA Game Commission for the most up-to-date info.
- Please contact your local PennDOT office in a timely manner prior to your event to ensure your group receives enough gloves, vests, and trash bags as supplies are limited
 and this also gives them ample time to process your request.

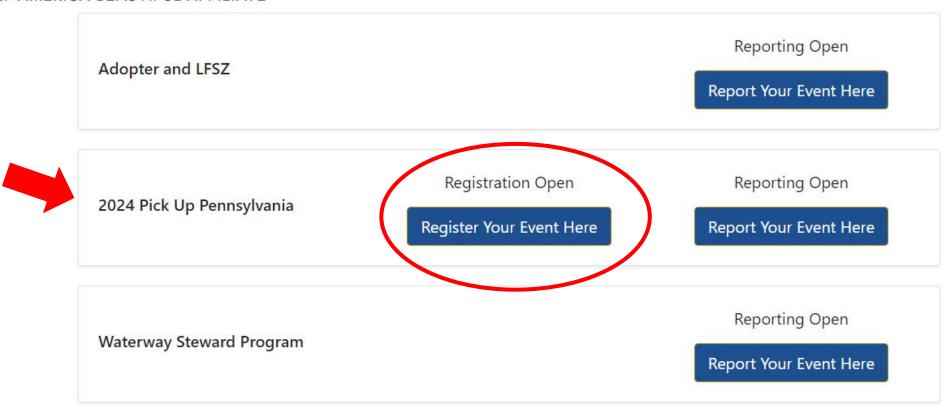
If you have any questions regarding Pick Up Pennsylvania, please contact Michelle Dunn at 724-836-4121 ext. 113 or e-mail.



Registration and Reporting Page







Registration



2024 Pick Up Pennsylvania Event Registration Form

- All registered events being held between March 1st and May 31st are eligible for FREE work gloves, safety vests, and trash bags (courtesy of Pennsylvania Department of Environmental Protection, PennDOT and Ocean Conservancy while supplies last.
- As a reminder, there is no free tire disposal for Pick Up Pennsylvania. To properly dispose of your tires, the PA DEP website has a list of all permitted tire recyclers and processors. Click here for this list.
- · Plan for proper disposal of any electronics that are found.
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Please complete all fields and then click the "Submit" button.

Do not use the 'Enter' key until you have completed the form. Any field with an Asterisk (*) is required

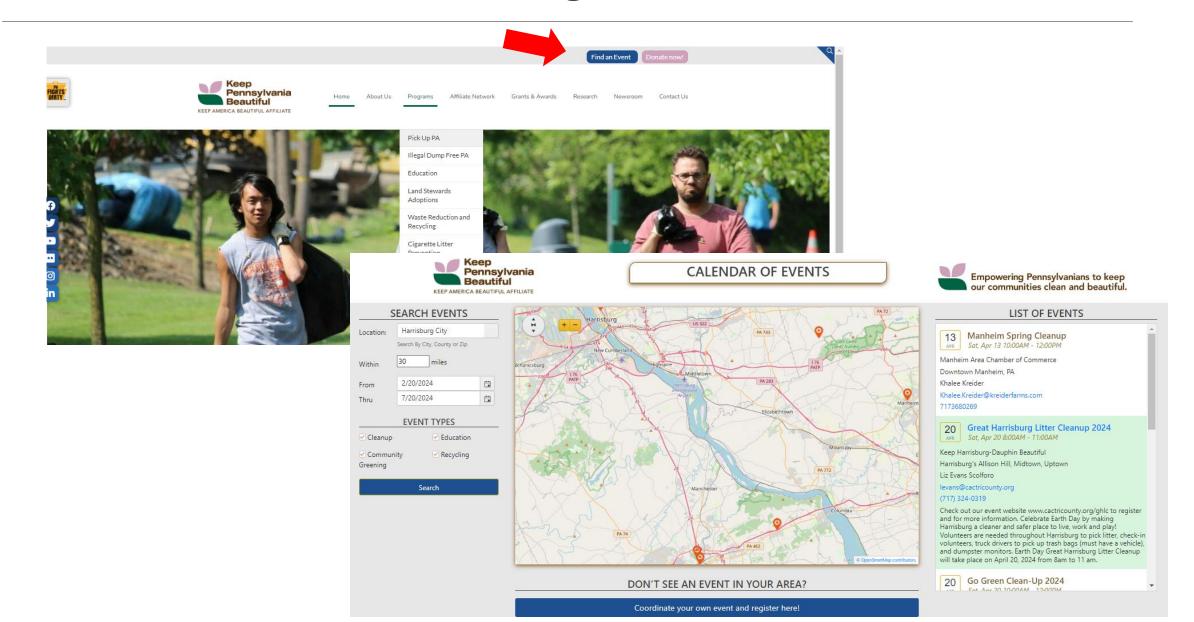
Are you a recognized network Affiliate with a signed agreement?

9	N/A	0	Adopter	0	Convenience	e Center	0	KPB Affiliate	0	Litter Fre	e Schoo	l Zone	0	Waterway S	Steward	0	Youth Ambassadors
İ	f you	are	e an Ac	lop	ter or Litte	er Free	Sch	nool Zone	an	d need	cleanu	p sup	pli	es, conta	ct Step	haı	nie Larson
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How Were You Referred? *

- Print media
 Radio/TV
 Friend
 FaceBook
 Partnering organization
 KPB Affiliate/Network
- KPB Affiliate/INE
- Other

How to View Registered Events



How to Organize an Event

Pick Up PA

Want to fight dirty in your community, but not sure where to start?

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Register and Report

Organize an Event

Supplies & Resources

Cleanup Education

Find a Local Event

How to Organize an Event

How to Organize an Event



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Programs

Affiliate Network

Grants & Awards

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- 1. Get Started
- 2. Promote your Event
- 3. Get Supplies
- 4. Trash Disposal
- 5. Review Cleanup Safety
- 6. See pictures from previous successful eyents!
- 7. Register and Report Your Results



1. Get Started

Want to Fight Dirty in your community? Pick Up Pennsylvania is part of the national Great American Cleanup from March 1st through May 31st. Communities are asked to organize and conduct local cleanups - recruit volunteers, promote your event, and report your results for inclusion in statewide and national cleanup totals.

Every Litter Bit Matters when it comes to keeping Pennsylvania beautiful, so whether your event is large or small, your support is appreciated!

Business and trade organizations, state government agencies, environmental and civic organizations, and many others, have all volunteered to assist local communities with conducting successful and safe cleanups.

- PennDOT's county offices will provide free cleanup supplies, including gloves, safety vests and trash bags to registered cleanup groups, as supplies last. <u>Find PennDOT</u> contacts
- Environmental and civic groups will provide answers and assistance in organizing and preparing your cleanup. Find local contacts.

Types of Events

- Litter Cleanup these are the most common types of Pick Up Pennsylvania events. Grab your neighbors and friends and join in!
- Illegal Dump Cleanup Event Is your group going to cleanup an illegal dumpsite? Keep Pennsylvania Beautiful has a publication that will be useful for your group.
 Guidelines for Illegal Dump Cleanups; 10 Steps to Organizing an Illegal Dump Cleanup provides step by step direction, from surveying the site to long-term maintenance.
 Click here to download a cook.
- . Beautification Event your event can be the creation of a community garden, a tree or flower planting, or an outdoor classroom.
- Recycling Event you can plan a hard to recycle items collection event near you. link to special collection guidelines. Also link to tire collection guidelines.
- Education Event these events are eligible for Pick Up Pennsylvania too! Register and report your booth, tabling event, or educational workshop.

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Cleanup Education

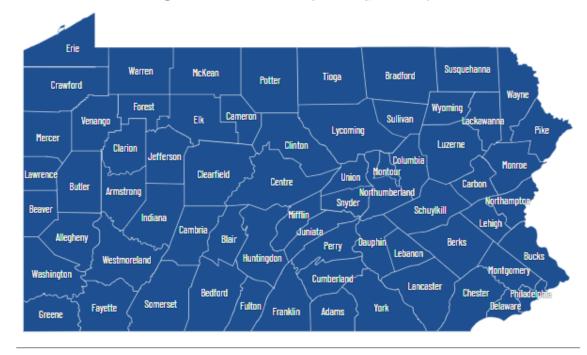
Find a Local Event

How to Organize an Event
Push Up PA

Supplies and County Resources

PennDOT & Local Resources

There are many resources available to help you <u>Fight Dirty</u> in your area. You can contact PennDOT's Adopt-A-Highway coordinators for free gloves, bags and safety vests. There are many other resources for information such as Recycling Coordinators, Conservation Districts, Penn State Cooperative Extensions, and the Department of Environmental Protection. To get a list of these resources in your county, see the map below.



Free or Reduced Cost Disposal

Free or Reduced Cost Disposal is a one-month event within Pick Up Pennsylvania, in support of the Great American Cleanup. Sponsored by DEP and the Pennsylvania Waste Industries Association, Free or Reduced Cost Disposal will occur from April 1st to April 30th. It is during this time period that trash collected at registered events can be disposed free or at a reduced price at participating landfills. A link to the participating landfills is provided to the coordinator after an event is registered in the event confirmation information. If you have any questions please contact Michelle Dunn at 724-836-4121 ext. 113 or mdunn@keeppabeautiful.org.

Promotional Toolkit

Does your group need help getting the word out about your Pick Up Pennsylvania event? The following links can help. If you are making your own event announcement, and need help, don't hesitate contacting Michelle Dunn at 724-836-4121 ext. 113 or mdunn@keeppabeautiful.org.

- Event Banner with Sponsors 2024

 (.jpg, actual size 42x96 in, but can be printed smaller as long as the aspect ratio remains the same.)
- Customizable Certificate 2024 (fillable .pdf)
- Promotional Flyer, Spring 2024 (.pdf)
- Customizable Flyer, Spring 2024 (fillable .pdf)
- ✓ Press Release, Spring 2024 COMING SOON
- ✓ Swiss Cheese Press Release 2024 (.doc)
- ✓ Sample Social Media Posts 2024 -COMING SOON
- ✓ Promotional Video English (.mp4)
- √ Video Promocional en Español (.mp4)

For more resources through Keep American Beautiful's website, please click here.

Supplies and Resource Page

Allegheny County Resources

Free gloves, bags and vests are available for Pick Up Pennsylvania registered events only. If you have not yet registered your event, please visit <u>Pick Up Pennsylvania</u> for program information and registration.

To request the free supplies, please contact the PennDOT's Adopt a Highway Coordinator in your county. Have your event ID handy when contacting the Coordinator. Please note, supplies may not be available all year but when they are, they are only available until supplies last. So, register your event early!

Allegheny County Adopt-A-Highway

Contact Name: Tyler Tomasino Address: 51 Fox Chapel Road

Pittsburgh, PA 15238

Phone: 412-781-3260 ext 216 E-mail: ttomasino@pa.gov

Below are additional resources that may be helpful depending on the needs of the event or organization.

 Allegheny CleanWays Phone: 412-381-1301

Allegheny County Recycling Coordinator/Allegheny Health Department

Phone: 412-578-8390

Allegheny County Conservation District

Phone: 412-241-7645

DEP Southwest Regional Office

Phone: 412-442-4000

Allegheny County Penn State Extension

Phone: 412-263-1000

Trash Disposal and Safety

4. Trash Disposal (If you can not dispose of the trash yourself)

- State maintained roadways (roads in which PennDOT plows and maintains) we suggest working with the local <u>PennDOT office</u> to coordinate the pick up and disposal of collected trash from the cleanup.
- Locally maintained roadways (roads in which the county, city, township or borough plows and maintains) we suggest working the local governing body and the public works
 or street departments to coordinate the pick up and disposal of collected trash from the cleanup.
- Trails and Parks, we suggest contacting trail group, park office or local government where trail is located to coordinate the pick up and disposal of collected trash from the cleanup.

Always coordinate trash pickup and disposal before starting your cleanup.

5. Safety

- Involve your local government and police in your cleanup, and make sure they are aware of your plans. Let them know where you will be, and when you plan to be there.
 They may be able to assist you with parking, traffic and other safety concerns.
- If you live in a community that does not have local police protection, contact your local <u>State Police barracks</u> for assistance.
- Be aware of private property, and get permission from landowners before going on their land.
- Organize into teams, and have team leaders become familiar with <u>cleanup safety information</u>.
- Roadside litter can be dangerous. Do not open coolers, jugs, bottles and other sealed containers.
- Make sure volunteers wear gloves, appropriate clothing, and safety gear.
- Please be aware that some lands may be open for hunting or trapping even on some Sundays. For current seasons and dates for your cleanup location, visit the PA Game Commission for the most up-to-date info.
- Report any suspicious or dangerous items to police immediately.
- · Make sure children are not left unattended near highways or water.
- For volunteer safety, please inform your volunteers prior to your cleanup what remnants of a meth lab contain. <u>Download the "Meth Labs: A Recipe for Disaster" pdf file</u> here.

Free or Reduced Cost Disposal Page (Link received when event is registered)

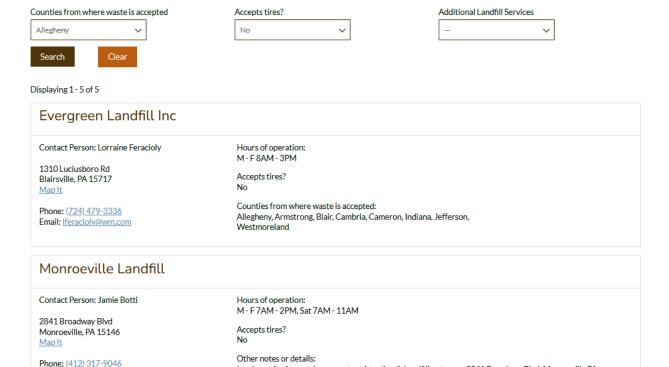
Participating Landfills for Pick Up Pennsylvania's Spring Cleanup.

Sponsored by the PA Department of Environmental Protection and the Pennsylvania Waste Industries Association

Please check back later after March 1st, when we have updated landfill information.

Utilizing the free or reduced cost landfill disposal is only for registered Pick Up PA events and only from April 1st to 30th. An event ID will be required. Also, please note that donated landfill capacity at a specific facility may change at any time, so it is important to contact them before a drop-off to make sure they are available to accomodate your load.

Use the search below to find participating landfills for your event. Don't see one near you? Check back later as details are updated as we receive them from landfills, or contact Michelle Dunn at 1-877-772-3673 ext. 113 or mdunn@keeppabeautiful.org.



Loads coming in must have event registration #. Landfill entrance: 2841 Broadway Blvd, Monroeville PA

Importance of Reporting

Not only do we want to see and hear about your progress, but our funding depends on it! Donated supplies are contingent on annual results, so it is important to report. Our programs success currently, and in the future, depend on reported numbers.











Connect with Us on Social Media

> Facebook: @Keep Pennsylvania Beautiful

➤ Instagram: @keeppabeautiful

> Twitter: @ABeautifulPA

➤ LinkedIn: @Keep Pennsylvania Beautiful

> Flickr: @Keep Pennsylvania Beautiful

> YouTube: @Keep Pennsylvania Beautiful











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Michelle Dunn

Program Coordinator Keep Pennsylvania Beautiful

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