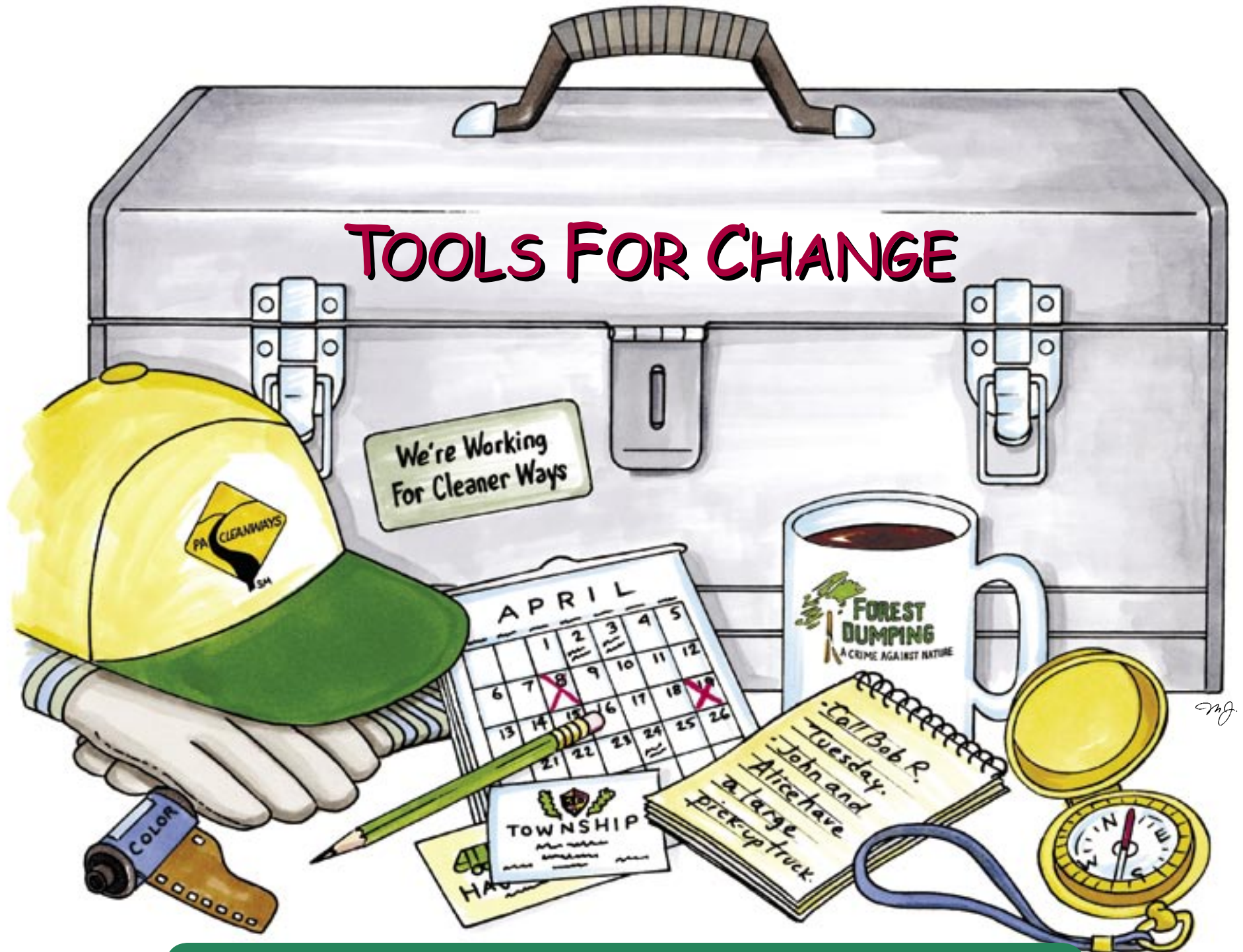
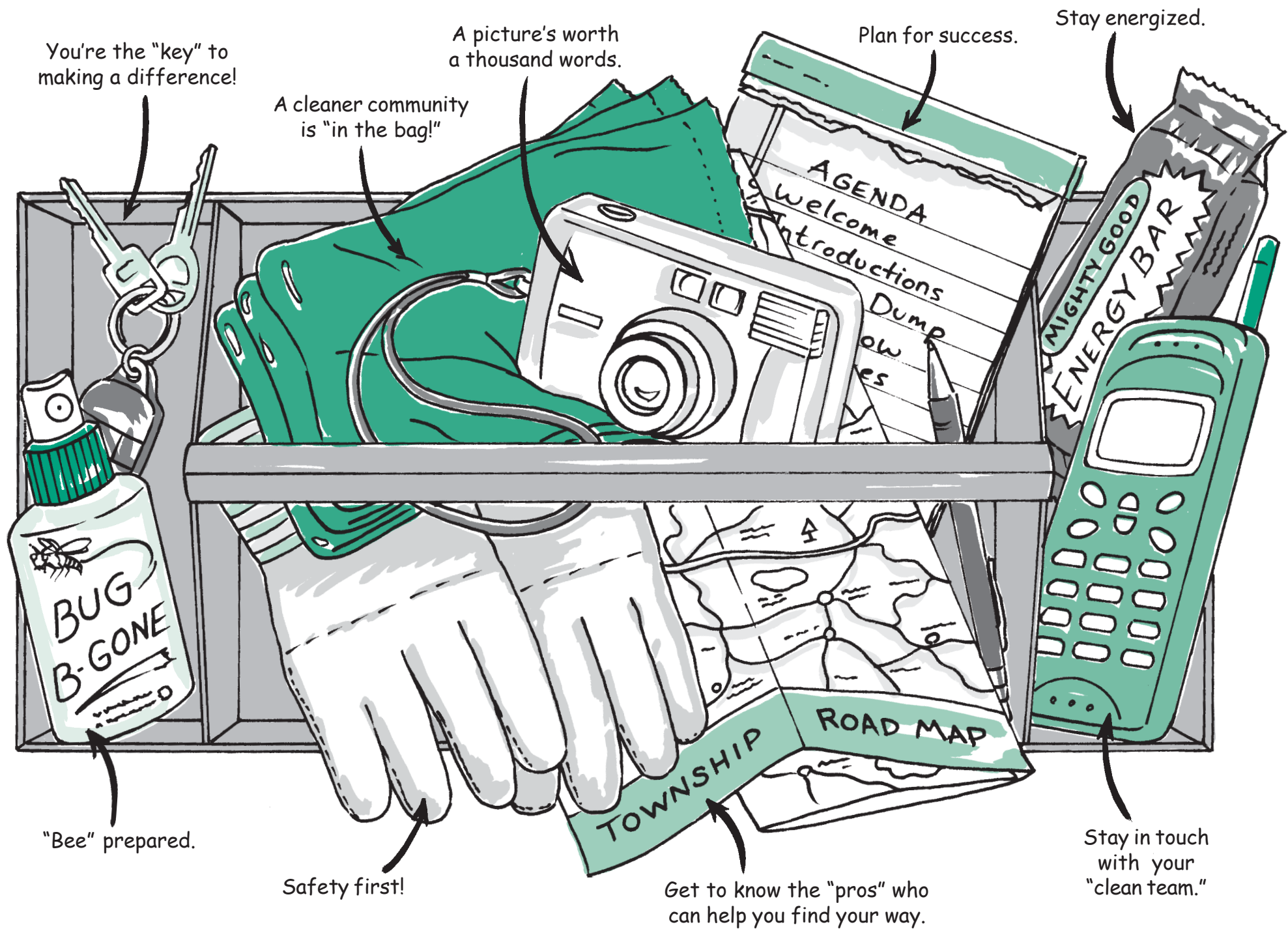


TOOLS FOR CHANGE



Everything You Need To Clean Up Your Community



You're the "key" to making a difference!

A picture's worth a thousand words.

Plan for success.

Stay energized.

A cleaner community is "in the bag!"

"Bee" prepared.

Safety first!

Get to know the "pros" who can help you find your way.

Stay in touch with your "clean team."

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"Welcome!"



If you are reading this, chances are there is something happening in your community, environmentally or otherwise, that you are concerned about and would like to see changed. Our goal in creating this toolkit is to provide a resource filled with **information and how-to tools** that will assist caring citizens – such as you – during their journey toward change.

We understand that navigating the pathways of existing organizations, both governmental and non-profit, can be confusing. Laws may seem difficult to understand and not be consistently enforced. Beginning this journey can feel a bit overwhelming at first, but one person **CAN** and often does make a huge difference.

We've included:

- Real-life examples
- How to understand local government
- Ways to influence policy
- Tips for communicating your message
- How to organize people, find volunteers and make connections
- How to document your progress



We also want you to know that you don't have to travel this journey by yourself. **The relationships you develop along the way will help make things happen.** Others will be empowered by your commitment, be convinced by your simple, clear message and will financially support your logical plan – especially if it includes solid partnerships with other groups.



If you don't have a computer at home, go to your local library and learn how to use the Internet. This will give you LOTS of valuable information when researching your topic – we've included many websites and other resources as well.

Congratulations on taking the first steps of this powerful journey!



"Ordinary People Who Have Made A Difference."

One Illegal Dump Cleanup Leads to a New Non-profit

4 **S**tarting a non-profit organization was not something Sue Wiseman anticipated when she and her family decided to do something about the furniture, appliances, mattresses and trash regularly dumped on the old road where they rode horses. Sue organized her neighbors to help with a cleanup and then went to her township supervisors to see if they would provide trucks to haul the trash to the landfill. Because the township was concerned about liability issues and hauling costs, they said they couldn't help. So that spring, Sue scheduled the cleanup to coincide with Keep Pennsylvania Beautiful Day. She and the other volunteers hauled the trash out to a state road and PENNDOT removed and properly disposed of it.

The township solicitor felt that there were many people out there, just like Sue, who would be willing to volunteer to clean up the illegal dumps and litter along many of Pennsylvania's non-state maintained roads. If there was an organization that would provide insurance and cleanup guidelines, those citizens could start cleaning up the areas they cared about throughout Westmoreland County. He helped Sue with the paperwork and the initial fees to launch PA CleanWays.

Once word spread that this non-profit group existed, folks in other counties wanted to find out how they could form their own chapter and start cleaning up their communities. Since 1990, PACW has grown to

have a presence in 51 of Pennsylvania's counties, either through affiliates or in state forests and parks, where illegal dump cleanups have taken place through the Forest Lands Beautification Program.

Although Sue's background was in engineering, not trash, her commitment and passion helped organize hundreds of volunteers, figure out how local and state governments operate, write successful grants, and manage an organization that grew from one person to many. What started with one cleanup on a road she cared about turned into hundreds of projects, including illegal dump cleanups, adoptions, beautification projects, hard-to-recycle events, and the creation of educational materials for all age groups.





Kids Create Downtown “Butt” Effort

Kids in Erie, PA loved working with the Earth Force Community Action Program (CAPS) in junior high, so they came back on their own time when they were in high school to volunteer with the younger kids. They enjoyed that, but wanted to do something on their own. So the group worked with their advisors and wrote a Growing Greener Grant to form a Junior Presque Isle Lake Erie Watershed Association. After two tries, their grant request was funded for \$36,000.

As part of the grant work, students did an assessment of litter in Erie’s downtown area. They discovered thousands of cigarette butts in a “beautiful” section of town that looked out onto Presque Isle Bay. During two separate cleanups they picked up nearly 13,000 butts.

In an effort to find a solution to the problem, they created a “Keep ‘Em Outta the Bay, Throw Them Butts in a Tray” campaign. By partnering with local businesses, restaurants, hotels and the city council they were able to provide ashtrays and signage for all participants. The ashtrays were the newer kind with a large round base and a tall “neck” that only cigarettes could fit into, which also helped eliminate litter that was often disposed of in ashtrays.

These students made a BIG difference!!

No Butts on the Beach

A Florida family with three kids had adopted a section of beach near their Boca Raton home through the Keep Florida Beautiful Adopt-a-Beach program. They were frustrated by the never-ending accumulation of cigarette butts in the sand. Every time they cleaned their section of beach, 400-500 cigarette butts were picked up. They learned that providing ashtrays wouldn’t work because they were not compatible with the sand-cleaning machines the beach caretakers used. Not ready to give up, they designed disposable foil ashtrays to hold used butts.

While trying to find a manufacturer, they discovered that R.J. Reynolds already provided disposable ashtrays on request. So the kids created a poster to go along with the ashtrays. The city of Boca Raton printed 5,000 copies of the poster and began distributing the ashtrays and posters on a trial basis at beach entrances.

After three years the program was still working successfully. More smokers were using the disposable ashtrays and the number of cigarette butts steadily declined.

The advice that Amy, the oldest child, has for anyone who wants to make a difference is this: “Try to act on it. Kids can make a difference. We’re trying to make the world the best we can for our generation and the next.”

(NOTE: Due to budget cuts, R.J. Reynolds is no longer funding “Smokers for a Clean America,” which distributed the free disposable ashtrays.)

Illegal Dumps Surveyed & Cleaned

When a McKean County, PA enrichment teacher challenged her students to brainstorm ideas on how to make a difference in their community, the group looked around and discovered that “the woods are dirty.” They saw tires, household trash and appliances strewn around rural McKean County’s forests.

The students assumed that there must be no ordinances prohibiting illegal dumping in their county. After doing some research, they discovered that there were ordinances with both penalties and fines;



however, there was only one part-time waste enforcement officer.

6

Armed with a camera and a desire to change the situation, the group created a photo presentation, which visually showed the County Commissioners the seriousness of the illegal dumping problem in their county. Following the presentation, one young member of the group, Corina, was introduced to a Paul Howard, a local farmer who had been documenting the problem for years. He knew about PA CleanWays' reputation for helping other counties to successfully address littering and illegal dumping issues.

Working together, they invited other McKean County folks to see if they could start a PA CleanWays affiliate there. Those who attended the gathering were excited as well. When it came time for volunteers to step up to serve on a local advisory board, Paul agreed to be president and Corina, vice-president!

In 2002, their PACW Chapter received a Governor's Award for Watershed Stewardship due to their success in removing trash from many illegal dumps in McKean's woods.

Volunteers Make a Difference with Local Recycling

Peg Schweinsberg, a recycling buff in Beaver County, offered to oversee the volunteer recycling program in her township. Twice a month she organizes volunteers to help. Volunteers are "watchdogs" for the program, checking the bins while the recycling center is open to make sure folks only leave appropriate recyclables. This provides a learning experience for the townspeople, as well.

As in many communities, not ALL potentially recyclable items are collected. So, when people brought her packaging styrofoam, she transported it to a facility in a nearby town.

As Peg says, "I feel really good about this and I think we are making a difference. Also, when it does become mandatory to recycle, these people will be able to do it properly at the curbside." Since she has been organizing community recycling, the residual amount that her municipality is normally charged for waste has been reduced.

When the Loyalhanna Watershed Association in Westmoreland County recognized a need for recycling in their area, they partnered with nearby townships and PA CleanWays of Westmoreland County to make it happen. Ligonier Township received a \$5,000 startup grant from the Department of Commerce and Economic Development (DCED). A nearby township and borough contributed additional funds for the purchase of user-friendly containers. Next, Home Depot supported the project with funding for the sign and a local Boy Scout, working to earn his Eagle badge, built movable steps to allow easier access to the co-mingled materials bin. To date, they have collected 206 tons of paper and 200 tons of co-mingled recyclables since 2001.

Many folks who used the recycling site asked about household electronics recycling. Again, a successful partnership came together to make it happen. PA CleanWays worked with the Watershed Association to write a DEP grant. Matching funds were obtained from the Ligonier Valley Endowment, RK Mellon Family Foundation and individual contributions. In less than one year, this program kept nearly 40 tons of electronics out of local landfills.



My community organized an electronics recycling event!

I enforced the illegal dumping codes in our area and the "midnight dumper" was prosecuted!



Our scout troops each adopted a park in our town and have regular cleanups!



My class learned about accidental littering by reading *Open Your Eyes To Litter*.

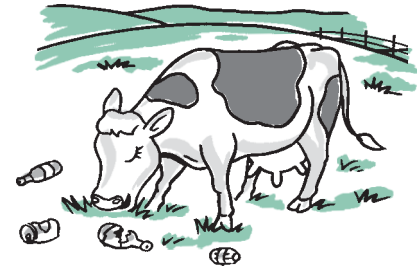


Our organization provided volunteers for an illegal dump cleanup!





Illegal Dumping



Littering



Open Burning



Stockpiling





"So You Want to Tackle a Trash Problem?"

Illegal Dumping

In urban and rural communities alike, people dispose of waste in illegal dumpsites. Our state has laws prohibiting it.

- **Tires** – One of the most common items.
- **Household trash** – Daily garbage often contains household cleaners, soiled diapers, prescription drugs, and other toxic items.
- **Appliances** – Refrigerators, washers, dryers, hot water tanks, etc.
- **Bulky items** – Furniture, TVs, carpets, etc.
- **Vehicle parts** – Gas tanks, car parts, oil filters and batteries, etc... sometimes the entire vehicle!
- **Construction & Demolition Waste** – Roofing, siding, wood, wall board, toilets, bathtubs. Also, concrete, bricks and other "clean fill" items.
- **Compostable materials** – Brush, grass clippings, Christmas trees, leaves, etc. Often they're "packaged" in plastic.
- **Animal carcasses** – Deer bones and skins, dogs and cats. They, too, are often "packaged" in plastic. The odor can be overwhelming.
- **Evidence of other illegal activity** – Drug paraphernalia, guns, and a variety of stolen items.
- **Household hazardous waste** – Used motor oil, paints, propane gas tanks, bleach, pesticides, asbestos shingles, medical waste, antifreeze, toxic cleaners, fertilizers, and pool chemicals.

Trash attracts trash

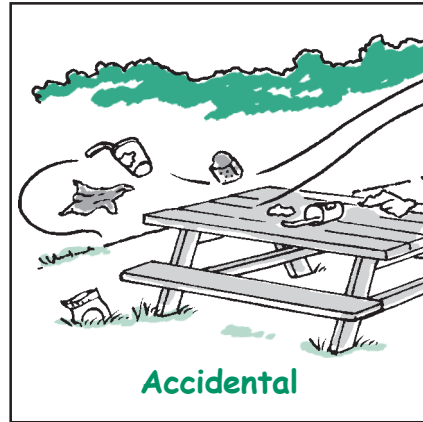
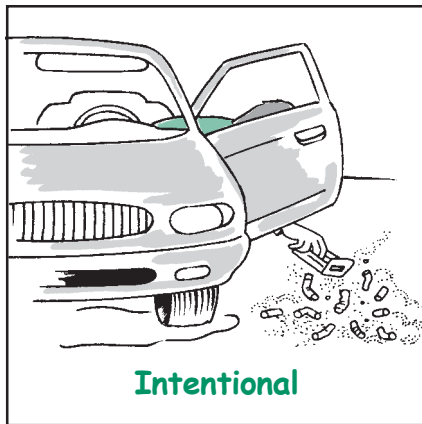
- Illegal dumping occurs in every county of the state. Several surveys have identified over 100 illegal dumpsites per county on both public and private lands.

- Over half are directly in, or within 50 feet, of water or wetlands.
- Inactive dumps are often old town dumps that have been covered with dirt. Over time, the dirt washes away and exposes the old trash. This often gives people the idea that if there is already trash there, it's OK for them to toss theirs, as well.

There are a multitude of reasons and excuses why people dump.

- **Too costly** – Either they can't afford or they don't want to pay the price for proper disposal.
- **Too difficult** – Curbside pickup isn't available or the regular hauler won't accept some items (tires, freon appliances, home remodeling debris, etc.)
- **Can't wait** - Missed collection day and want to get rid of trash before the next collection day.
- **Don't see the harm** – They've been dumping all their lives and don't see it as a problem or don't care.
- **Don't fear the prosecution** – Others have dumped there, so it must be safe. Laws aren't enforced.
- **For profit** – Some individuals charge for proper disposal but never take the trash to the landfill.
- **Hide other illegal activities** – Sometimes the safest way to get rid of evidence is to toss it onto a pile of trash.





Littering

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Litter plagues both city and rural spaces in every area of Pennsylvania. Litter can appear intentionally due to the thoughtless behavior of young and old alike. It can also happen “accidentally.”

- According to www.cigarettelitter.org, the most commonly littered items are **cigarette butts**. With most public places observing a “no smoking” policy, the sidewalks, streets, and parking lots of many areas are covered with butts at the end of the day. Many businesses, restaurants and workplaces either don’t have weather-proof cigarette butt receptacles, or the receptacles they do have become filled with other trash, leaving no space for cigarette butts.

Cigarette filters are composed of cellulose acetate, a form of plastic, and can remain in the environment as long as other forms of plastic. They have been found in the stomachs of fish, birds, whales and other marine creatures who mistake them for food.

- **Fast food wrappers, bottles and cans** appear everywhere as evidence of our “eat-on-the-run” lifestyles. In our “throw-away” world, there is often neither the time nor a convenient place to dispose of our waste properly.

Keep America Beautiful, a national litter education and prevention organization, has found that people **intentionally** litter for three main reasons:

1. They feel no sense of ownership, even though areas such as parks and beaches are public property.
2. They believe someone else – a park maintenance or highway worker – will pick up after them.
3. They think it’s OK to litter because trash has already accumulated. We’ve learned that **trash attracts trash** – it’s like an “engraved invitation” to litter more.

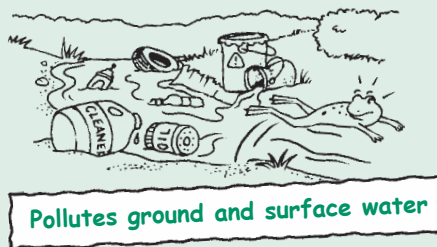
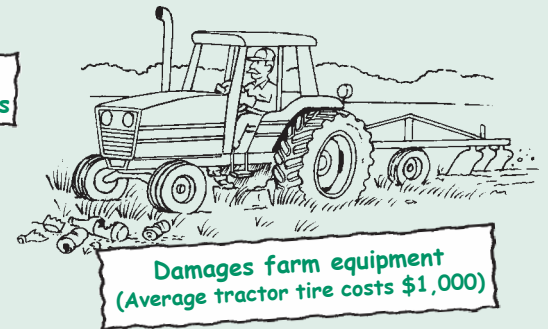
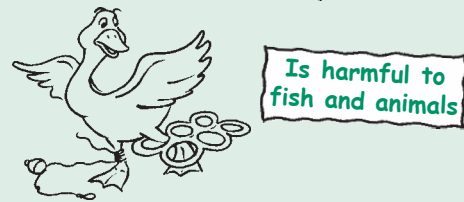
Additional reasons we’ve discovered are:

- People don’t think it’s littering – like when they flip cigarette butts out the window or onto the street.
- Some think it’s “not cool” to be careful with their trash or to recycle cans and bottles.
- Everyone else is doing it.
- They think of it as “only one little piece of paper.”

Littering also occurs **accidentally**, because:

- Animals get into curbside trash cans or bags.
- Debris blows out of vehicles or uncovered loads; vehicle accidents create debris.
- People drop, lose, or forget things.
Book bags often “leak” **school papers** or the wind scatters **homework and other belongings** when kids drop their school books in a pile to play.
- Storms create “natural” litter, such as **downed trees** and **windblown debris** from overfilled dumpsters and trash cans.
- **People in motor vehicles and pedestrians** generate only 20% of litter. The rest comes from the sources listed above.
- A study in Pennsylvania has shown that as much as 65% of rural litter is accidental.

What's The Harm?



These are all good points to help you share your concerns.

Open Burning

Open burning is the disposal of trash in either burn piles or barrels. Trash is much different than it was in the 1970s and earlier. Today, plastic has replaced most glass and is commonly used for packaging, envelope windows, and food containers.

Burning plastic is a significant source of dioxin and other harmful chemicals.

- When something is burned, heat breaks down the material through a series of chemical reactions. The result is that many toxic chemicals, including dioxin and hydrogen chloride gas, are released into the air.
- Smoke from open burning is made up of all the pieces of trash and chemicals that are not completely broken down. That's the pollution.
- According to the EPA, burning household wastes is one of the largest known sources of dioxin.
- Modern day municipal waste incinerators burn hot enough to thoroughly break down the toxic chemicals produced, thereby making the emissions safe for release into the environment.
- Municipal incinerators do not produce smoke. The "smoke" that you may see coming out of incinerator stacks is actually water vapor.

Reasons people burn:

- They can't afford to pay for proper disposal and recycling.
- They're trying to save money.
- They may live in rural communities where curbside service is not readily available.
- It's been accepted for so long.
- They don't see the harm.



What's the harm?

- **Dioxins**, even at low levels, are linked to cancer, developmental and reproductive disorders.
- Open burning can lead to **uncontrolled fires**.
- Smoke produced by open burning can be a **nuisance** for neighbors.
- The ash residue from open burning can contain **heavy metals** and other **toxins**.



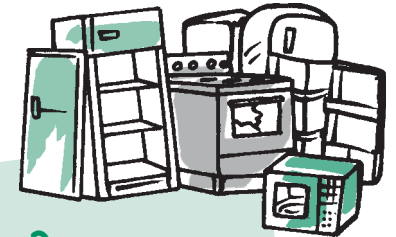
Stockpiling Waste

Some people or businesses stockpile or accumulate waste materials on their property. These stockpiles may contain a variety of items:

- Daily household trash
- Tires
- Freon containing appliances – such as refrigerators, freezers, dehumidifiers, etc.
- Bulky items like stoves, mattresses, washers and dryers
- Vehicles and vehicle parts
- Electronics – such as computers, stereos and speakers, etc.
- Scrap lumber
- Furniture
- Batteries
- Household hazardous wastes (HHW) such as pesticides, fertilizers, cleaners, used oil

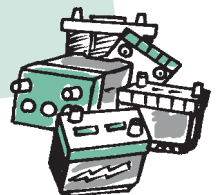
Reasons for stockpiling are:

- They can't afford or they don't want to pay the price for proper disposal.
- Curbside pickup may not be readily available.
- Bulky item collection or other special collections are not available.
- They don't fear prosecution. Others get away with it, so they can too.
- They don't see the harm.
- They may be storing certain materials, such as metals, to sell for a better price.
- They may be hauling waste for profit and simply dump it illegally and keep the fee instead of using a permitted disposal facility.
- "It's my property and my stuff."



What's the harm?

- **Pollutes** the environment.
- Attracts rats and mosquitoes, which can spread **disease** and be a nuisance to the community.
- **Decreases the value** of the land and surrounding properties.
- **Discourages growth** – both residential and business.
- Decreases community **pride and self-worth**.
- Creates an **eyesore**.



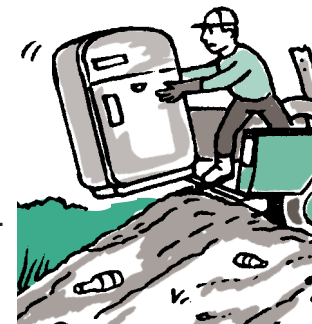
What does the law say...

...about illegal dumping?



Any littering and illegal dumping of trash is unlawful and violators can be prosecuted. There are many Pennsylvania (PA) agencies with the authority to enforce laws addressing improper disposal of trash.

- The PA General Assembly created and enacted our Commonwealth's littering and dumping laws.
- County and municipal governments create and enact ordinances at the local level.



LAW SUMMARY	PENALTY GUIDELINES	ENFORCEMENT AGENCIES (Within Jurisdictions)
PA Vehicle Code, Title 75, Chapter 37 Covers litter and waste dropped, thrown or deposited from a vehicle that lands upon any highway, or upon any other public or private property without the consent of the property owner, or into or on the waters of this Commonwealth. Vehicle owners are responsible for anything thrown from their vehicles, even if the owner wasn't driving, or wasn't in the vehicle.	A summary offense and, upon conviction, may be sentenced to either or both: 1. To pay a fine of not more than: - \$900 for a violation which occurs in an easement. - \$600 for a violation which occurs in an agricultural security area. - \$300 for a violation which occurs elsewhere 2. To pick up and remove litter from public or private property...for not less than 8 hours nor more than 16 hours for the first conviction.	Local Police PA State Police PA Department of Conservation and Natural Resources (DCNR) Bureau of State Parks Bureau of Forestry (in state parks & forests only)
PA Crimes Code, Title 18, Chapter 65 Covers litter and waste that lands on public and private property or into the waters of this Commonwealth. This can include someone illegally disposing their own trash or someone who is paid to dispose of trash.	A summary offense for the first offense and upon conviction shall be sentenced to pay a fine of not less than \$50 nor more than \$300 or imprisonment for not more than 90 days, or both.	Local Police PA State Police PA Fish and Boat Commission PA Game Commission PA DCNR Bureau of State Parks and Bureau of Forestry (in state parks & forests only)
PA Environmental Protection Code, Title 25 These regulations are derived from the Solid Waste Management Act, Waste Tire Recycling Act, Municipal Waste Planning, Recycling and Waste Reduction Act, and the Clean Streams Law (CSL). They regulate waste collection, storage, disposal, and transportation, as well as disposal and recycling facility operations. Regulations under the above-noted acts and this code make it unlawful for <u>anyone</u> to dispose of waste, within the Commonwealth, at anywhere other than to a facility that has a DEP permit to operate. It also requires vehicles used to haul waste to be appropriately marked and meet other restrictions. The vehicle regulations do not apply to individuals hauling their own municipal waste to a permitted facility.	Depending on the violation: As a summary offense, penalty is between \$100 and \$10,000 per incident. As a misdemeanor of the third degree, penalty is between \$1,000 and \$25,000 per incident. As a civil penalty, fine can be as high as \$25,000 per offense. Vehicles can be seized if used to violate any regulation pertaining to the transportation of waste.	PA Department of Environmental Protection (DEP) Bureau of Land Recycling and Waste Management DEP Bureau of Water Quality

LAW SUMMARY	PENALTY GUIDELINES	ENFORCEMENT AGENCIES (Within Jurisdictions)
PA Code, Title 17, Chapters 11 & 21 Conservation and Natural Resources, State Parks & State Forests Rules and Regulations Covers littering and dumping in state parks and forests.	A summary offense and, upon conviction, may be sentenced to either or both: 1. To pay a fine of not more than \$300. 2. Imprisonment not exceeding 90 days.	PA DCNR Bureau of State Parks and Bureau of Forestry PA Fish and Boat Commission PA Game Commission
PA Fish and Boat Code, Title 30, Chapter 25 Covers litter and illegal dumping in or along any waters or on any lands near waters.	A summary offense and can be fined between \$50 and \$200 or imprisonment not exceeding 90 days. An additional penalty of \$10 for each item or piece of litter may be imposed.	PA Fish and Boat Commission PA Game Commission
PA Game and Wildlife Code, Title 34, Chapter 25 Covers litter and illegal dumping on lands or in/along waters open to public hunting or furtaking.	A summary offense of the third degree, resulting in a \$300 fine, which can be doubled for subsequent offenses. An additional fine of \$10 for each item of litter may be imposed.	PA Game Commission PA Fish and Boat Commission
Local Ordinances Covers improper disposal, transportation and storage of waste. Ordinances vary.	Varies by municipality.	Local Police Local Code Enforcement Offices Local Solid Waste Authorities County Health Departments

PA CleanWays, Inc., has compiled these law and penalty summaries for general guidance only. This information is not a substitute for professional, legal advice and is not intended to indicate the actual results of any case. PA CleanWays, Inc., makes no claims, promises, or guarantees that the information is current, accurate, or complete. For specific information, contact the appropriate law enforcement agency.
Revised December 2004

Read about the PA Code at www.pacode.com.

...about open burning?



- Pennsylvania law allows the burning of municipal waste on the premises of a structure occupied by two families or less and when the waste results from the normal occupancy of the structure.
- Pennsylvania law does not permit burning of wastes by businesses, contractors, etc., except for permitted incinerators.
- Municipal governments are authorized by the **Clean Air Act** to adopt burning ordinances that are equal to or stricter than Pennsylvania law. Some municipalities have banned burning all together, while others have limited it to certain days or materials.
- Municipalities that are required by **Act 101** to recycle are not eligible for recycling grant monies if they permit the burning of recyclable materials, including leaves.

...about stockpiling waste?



PA Code, Title 25

Section 258.113 prohibits the storage of municipal waste for more than a year unless written approval to do so is granted by the Pennsylvania Department of Environmental Protection (DEP). DEP will presume that someone storing municipal waste for more than a year is operating a municipal waste disposal facility, making them subject to the requirements and regulations for such facilities.

Municipalities may also pass ordinances to impose stricter laws. This can be done through solid waste management ordinances or nuisance ordinances. Municipalities can limit the number of days and the manner that wastes can be stored to best serve their communities needs.



“What are you going to do about it?”

YOU CAN...

Organize a Cleanup

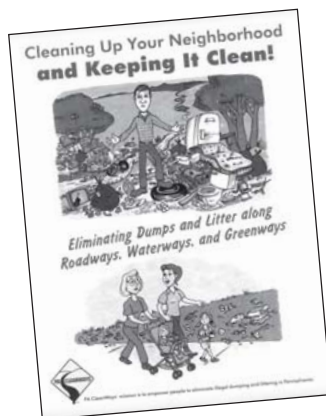
Cleanups are effective tools for combating both littering and illegal dumping. They help to build ownership, restore community pride, and with the other tools discussed (adoptions, education, enforcement, beautification, etc.), send a message that dumping will no longer be tolerated here.

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Organizing a cleanup can be a daunting job. You may find it helpful to form a “committee” to take on different tasks. The more partners you have, the better chance the site remains clean. To learn more about adopting state-maintained roads, log onto PENNDOT’s website at www.dot.state.pa.us then click on *highway beautification programs* to find the Adopt-A-Highway office nearest you.

PA CleanWays created a user-friendly booklet called **Cleaning Up Your Neighborhood And Keeping It Clean!** It’s a comprehensive

tool for those planning a cleanup of any size. Volunteers, who have organized and participated in dozens of cleanups, share their experiences that can save you lots of frustration and potential problems. There are easy to follow guidelines that help assure success by breaking down the tasks of “before, after, and during” the cleanup. **We recommend you request this tool from us as soon as you get the urge to clean up!! It can be viewed and ordered on our website.**



YOU CAN... Adopt the Area

Since you and your community team have worked so hard to raise awareness of a community problem, **keep the momentum going by adopting the road, waterway or area.** PA CleanWays and PENNDOT offer adoption programs to help keep the area trash-free.

You can distinguish between state and local roads by consulting a map or watching for road signs. Road numbers beginning with T or TR stand for Township Roads. State Routes begin with SR. If you still need help, contact PENNDOT, the municipality, or the county road department.

The PA CleanWays adoption program provides for the adoption of non-state (township, borough, or municipality) maintained roads or areas. Call PA CleanWays office at (724) 836-4121 for an application.

Once we receive your completed application, we will send you an Adoption Tool Kit or direct you to a link on our website where the Kit can be downloaded. Our Adoption Tool Kit includes step-by-step instructions to help you coordinate your adoption.

Log on to PENNDOT's website (see page 42) for Adopt-A-Highway program information, if the road to be adopted is state-maintained.

If the road/area is private, it is generally not eligible for adoption unless the public uses it. Examples are roads running through apartment complexes, housing developments, or mobile home parks. However, you may have success working through the owners' association and may even get additional volunteers!



YOU CAN...

Encourage the Enforcement of Existing Laws

Here are some suggestions to help you create a successful partnership with your local code enforcement agent:

- Find out who is responsible for enforcement and work **with** them by sharing your concerns and offering to be part of the solution.
- Do some research and find out which laws apply (see page 14), and refer to them when you discuss the problem. In most situations, working to be part of the solution will make the agency or official more agreeable to your suggestions.
- Offer to monitor a site that you're concerned about.
- Offer to speak at municipal meetings about your concerns, observations, and possible solutions.
- Offer to write letters or press releases to bring public awareness of the problem in your area.
- Remain positive when communicating with public officials and the public.

In many communities, local officials work part-time and/or wear several different hats. Code enforcement agents are often responsible for large areas and have a limited amount of time.

REMEMBER!

Never approach a dumper. Your safety comes first.

Don't tamper with evidence.

Take pictures and share with enforcement personnel.



PA CleanWays has created a guide to working with enforcement agencies in Pennsylvania called **Working Together To Fight Litter & Illegal Dumping**. It outlines the laws and the agencies charged with enforcing them, who to contact, approaches to take in communicating with these agencies, and how to follow up. To receive a copy of this guide, contact PA CleanWays at info@pacleanways.org.

YOU CAN...

Encourage New Services

Proper Disposal

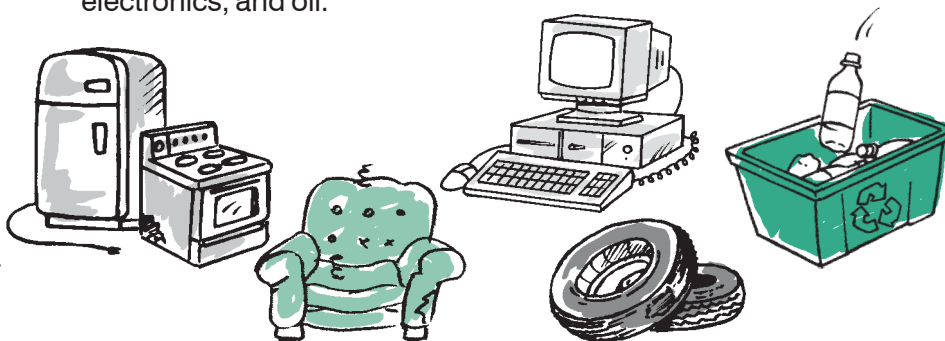
The proper disposal of trash is essential to a clean community and healthy environment. Proper disposal means disposing of your waste and recyclables through legal means such as regular garbage collections, recycling programs, special collections, or taking materials directly to a permitted landfill or transfer station.

Experience has shown the availability of these programs has a direct impact on the amount of material that gets illegally dumped, burned, stockpiled, or tossed into dumpsters belonging to others. Consequently, it is important to encourage and work with your municipalities or solid waste authorities to develop or expand local waste management programs.

Depending on where you live, getting new or expanded services can be challenging, but worth the effort.

Some options for proper disposal in your community are:

- Routine **garbage pickup** through haulers who contract with the municipality.
- **Recycling** opportunities through curbside collection, designated drop-off locations, or a volunteer-run recycling program.
- **Bulky waste** collections for appliances and furniture.
- **Special collections** for household hazardous waste, tires, electronics, and oil.



If illegal dumping is currently accepted in your area, there may be resistance to paying for proper disposal. It will be necessary to educate residents on the value of proper disposal. Look again at the section on “What’s the Harm” (page 11) to arrive at the benefits of paying for proper disposal.

Here are some general steps to help you get new or expanded services:

- Identify your community’s needs.
- Research the alternative solutions.
- Propose ways to address the needs.
- Identify the pros and cons of your proposals.
- Identify ways that your proposals can most easily be accomplished.
- Show that you have community support for your proposals. A signed petition is a good way to show that your proposal has public support.
- Share the proposals with your municipal officials.
- Suggest inviting your county solid waste or recycling coordinator to the township officials’ meeting to discuss current markets, possible options and ways to make them work.
- Have a group of volunteers ready to staff a special collection or a drop-off recycling program.

Never forget the power of committed volunteers when it comes to making a difference.

In areas that lack spring cleanup programs, general haulers can help. General haulers take on one-time jobs like basement or garage clean-outs. Care must be taken when using general haulers, as some people will try to use the business to make money by illegally dumping the material they collect. Always ask for a receipt for proof of proper disposal. Use good sense – any deal too good to be true, probably is.

Recycling

Recycling is important for many reasons:

- Conserves landfill space
- Conserves resources
- Creates jobs
- Benefits the economy
- Saves energy
- Protects the environment

There are over 450 volunteer-run recycling programs currently in operation in Pennsylvania. Read real life stories about some of these ordinary people who have wanted to see change (pages 4-6) and just kept moving forward to accomplish big things.

Professional Recyclers of Pennsylvania (PROP) has developed several fact sheets on proper disposal that you may find useful. Contact PROP at www.proprecycles.org or call (800)769-7767 to request these fact sheets:

- Trash/Recycling Collection
- Bulky Waste
- Recycling Public Education
- Grasscycling
- Household Hazardous Waste
- Reducing Household Hazardous Waste
- Hazardous Product Alternatives

When considering recycling programs, talk to your county recycling coordinator (almost every county has one). You can find your county recycling coordinator by calling your county courthouse, planning department or solid waste authority. DEP also maintains a list of recycling coordinators at www.dep.state.pa.us, then type recycle in the search box. On the next screen click onto 'Say Hello to Your Recycling Coordinator,' and then click the letter your county begins with.

The infographic illustrates various recycling processes using a grid of illustrations. Each row shows a waste material on the left, a central recycling symbol with the text "...CAN BECOME...", and the resulting recycled product on the right.

- Row 1:** Leaves, fruits and vegetables → Compost to help grow new gardens.
- Row 2:** Milk jugs, laundry detergent bottles (HDPE plastic) → Decks and Lumber.
- Row 3:** Automobiles, appliances, cans (steel) → Automobiles, Bicycle frames, Wire.
- Row 4:** Tires → Flooring, Running track, Crumb rubber.
- Row 5:** Soda bottles, peanut butter containers (PET plastic) → Fleece jacket, Fiberfill, Insulation, Carpet, Shower curtains.

Pennsylvania has 3,247 recycling and reuse establishments employing 81,322 people with an annual payroll of nearly \$2.9 billion. Total annual sales receipts for these industries are approximately \$18.4 billion and contributes some \$305 million to the Pennsylvania tax base! One tenth of the United States' recycling economy is the result of Pennsylvania's recycling industry.

YOU CAN... Educate Others

Intentional illegal dumping and littering are social problems that require a major shift in attitudes and practices. **Education is key to changing values, habits, and attitudes.** Sharing your story or concerns with others in the community helps raise awareness and gain the support needed to start change.

Many people live in areas with a litter problem and some might pass an illegal dump every day. It becomes part of their landscape. You can **open their eyes to trash** and help them see that littering and illegal dumping are problems that affect community pride, property values and the safety of people, animals, equipment, and the environment.

Consider giving presentations to groups of all ages in your community. Sometimes groups keep a list of speakers – ask to be included on their list.

Here are some possible audiences and ways to contact them:

- **Boy Scout groups** – www.scouting.org then click on local councils and enter your zip code to find which local council serves your area.
- **Girl Scout groups** – <http://jfg.girlscouts.org/cgi-bin/councilfind/cncfndls.idc> or call (888) 564-4657.
- **Home-schooled kids** – Contact the American Home School Association at (800) 236-3278 or go to www.phen.org/contacts.html for Pennsylvania contacts listed by region.
- **Public and private schools** – Check the telephone book for listings. The school secretary will direct you to the best person.
- **Church programs** – Check the telephone book for listings.
- **Local service organizations** – Rotary, Elks, Kiwanis, etc. can be found in the telephone book.
- **Local environmental organizations, watershed associations, and other public service groups** – Can be found in the telephone book and often have meetings listed in the local newspaper.

Your presentation is an opportunity to discuss the problem from both a broad perspective and as a local issue. It is also an opportunity to recruit volunteers to support your efforts to make a change in your community.

When developing your presentation, some key points to keep in mind are:

- Include **statistics** that show how large the problem of littering and illegal dumping is statewide. Many such statistics are included in this book and more can be found at the websites listed in the Resource section (pages 40-43.)
- Keep your presentation positive and **solution-oriented**. Making statements that accuse others has negative consequences and can turn away potential supporters.
- Include **photographs** that show what the problem looks like. A picture is worth a thousand words.

PA CleanWays knows the value of quality educational tools and has created a variety of educational materials that can be shared with young and old alike. Check our website www.pacleanways.org to learn what is available. Some of our educational tools are also highlighted on page 44.





"How Do I Get Started?"

Document Your Progress

As you progress through this journey towards making change, keep track of your steps. It can provide critical information down the line.

- Keep a **notebook or file** to record contact information and notes from conversations or field surveys about your topic.
- Take and organize **photos**. Label them with dates, places and any information that will clarify the pictures. These can be used to create displays to share your story with a larger audience.
- Keep copies of **communication** you send and receive.
- Keep copies of **fliers or surveys** you make.

- Don't be discouraged if your call is transferred or you are given the name and number of another person to call. Chances are the person you called is not "passing the buck," but is trying to help you find someone who can assist you.
- Be patient! This issue has taken a long time to become a problem; give yourself time to solve it.

If your school district spends hundreds of dollars cleaning up the football field after a sports event, explore ways to get fans to "buy into" decreasing their mess. Work with a high school environmental group to make eye-catching recycling containers that make disposing of bottles and cans easy. Make sure there are adequate waste containers in convenient locations and that they are emptied frequently. If you work on this project with an environmental group, perhaps if they volunteered to help with cleanup, they could get to keep the money saved to pay school maintenance folks to do it. Use a school mascot to help remind people before, during, and after the game that cleaning up is a "win" for everyone.

If there are certain spots on a hiking or biking trail that are littered, partner with or create a "Friends of _____ Trail" to organize cleanups during the season. Develop "friendly" signage reminding visitors to pack out what they pack in - maybe even have a small box that holds litter bags they can use. The group can adopt the trail and monitor it regularly.

If cigarette butts have you 'fired up', work with your local township and businesses to find funding to insure that there are enough cigarette butt disposal tubs for every participating business or organization to have one. Start small - one section of your town's main street, if necessary and then work outwards. Log onto www.cigarettelitter.org for great info on what this national organization is doing to combat cigarette litter.

Plan Your Approach

The journey toward change can be overwhelming and will take patience, determination, and a good plan.

- Be clear on what you want to ask about or for. Don't ramble or tell stories.
- Be solution oriented.
- Explore ways to deal with the littering problem that concerns you.
- Try to figure out why this is a problem. Knowing the "whys" will help you to be more creative when developing a long-term solution.
- When you call, give your name, location and the reason you are calling.
- Ask for advice; don't expect just one person to solve the whole problem.
- Let others know who you are partnering with, such as watershed or scout groups. It will give your request more strength.
- Ask the person you call if you are talking to the right person to help with your concern. If not, ask for the name of the person best suited to handle your call.



Find Out Who Owns the Property

Determining whether the waste issue that concerns you is on public or private land - or both - is important when working on a solution. Don't take "local hearsay" as fact. Even if someone is SURE he/she does or doesn't own a particular piece of property, check it out for certain.

The reasons for this are:

- It will help you determine whom to contact in planning the remedy for the situation.
- Your safety – it is illegal to trespass on private land.
- Getting permission first will not only keep you out of trouble, but will also give you an opportunity to make the landowner a partner and not your adversary.

Go to your county tax map office and get a photocopy made of the section of the tax map where the problem area is located. This will give you exact boundary lines and information on who owns the land. You may discover that you can partner with some of the following agencies.

Talk With the Correct Agency

If it's affecting a waterway...

- The Pennsylvania Fish & Boat Commission can help.
- The main Harrisburg office can be reached at (717) 705-7800. The regional phone numbers can be located by logging onto their website at www.fish.state.pa.us. Scroll down to the regional law enforcement officers and contact the one who covers the area you are concerned about.

If it's on state forest or park lands...

- The Department of Conservation and Natural Resources (DCNR) is responsible for managing these lands. The state is divided into 20 forest districts.
- Their phone numbers are listed in the blue pages under PA Commonwealth of — and then Conservation. Their website is www.dcnr.state.pa.us.

If it's on state game lands...

- The Pennsylvania Game Commission oversees and regulates these lands. Pennsylvania is divided into regions, with each region divided into areas.
- Contact information for the Game Commission can be found in the Blue Pages of your phone book or at www.pgc.state.pa.us.

If it's on other public areas...

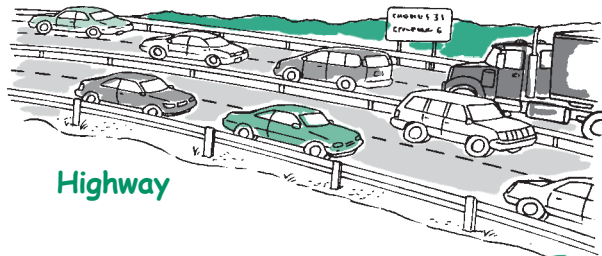
- Municipal or county parks – contact your municipality or county offices.
- State maintained roadways – contact PENNDOT. Their numbers are found in the blue pages of the phone book in the state government section and are listed under the Highway Maintenance County Office section or at www.dot.state.pa.us.
- Locally maintained roadway – contact your municipal office.



Park or Playground



School



Highway



Rails-to-Trails or Gamelands



Farm



Waterway



State Park or Forest



Private Property



Railroad
Right-of-Way

If it's on a greenway...

- Greenways are public areas that connect open spaces across the state and are often used for hiking and biking. They can include such areas as rails-to-trails sites, heritage areas, scenic waterways and wildlife areas.
- The Department of Conservation and Natural Resources (DCNR) is the lead organization for Pennsylvania's Greenways Program. Individual greenways may be under local management. DCNR has organized the state by regions and regional phone numbers are listed in the blue pages under PA Commonwealth of — and then Conservation — or at www.dcnr.state.pa.us. For greenways information, visit www.pagreenways.org.

If it's on private land...

- You can check our website www.pacleanways.org to find out if there's a PA CleanWays chapter in your area to ask for guidance. If not, email or call us (724) 836-4121 and we can provide information to support your efforts.
- Cleanups often happen in restricted communities. In that case you'd need to contact the owners' association and work with them.
- If the site includes a utility right-of-way, contact the utility company that owns the land.
- If the site is along a railroad right-of-way, contact the railroad company that owns that land.

Is Anyone Else Working on It?

If a community problem is bothering you, most likely it is bothering others in the neighborhood. Find out if anyone else knows or cares about this problem. Has anyone else done anything about it?

- Bring the problem out in the open. Begin by talking to neighbors, friends, and family. Spread the word at organizations or clubs that you already belong to, talk to local merchants, school environmental clubs, and local watershed and environmental organizations.
- Contact your local municipal secretary. They are often a good source of information about who has come to the township with similar issues.
- Call us! PA CleanWays can help you get connected with folks in areas where we have a presence and who are working on or have been concerned about littering or dumping issues.
- Go to your local or regional newspaper's website and, in the search box, type in whatever the topic of concern is – littering, illegal dumping, open burning, stockpiling of waste, enforcement of codes, municipality, road name, etc. You are likely to find articles listing names, locations and other helpful information.
- Connect with your local watershed association or Conservation District to find out if they are involved or know of any efforts to survey, clean up or adopt areas in the watershed.
- Contact the Department of Environmental Protection (DEP) to find out about others concerned with the issues you are.
- Call your Solid Waste Authority or Recycling Coordinator. Perhaps they know if there are others interested in your problem.

There is no need to reinvent the wheel. Consider joining an existing organization in your community that is working toward the same goals as you or has a mission statement that would support a cleanup, adoption, beautification project, local ordinance change or earth day project that accomplishes the goals you want to accomplish. Some of the organizations that you might want to investigate are:

- **PA CleanWays** - Our mission is to empower people to eliminate illegal dumping and littering in Pennsylvania. The map on our website, www.pacleanways.org, shows where our affiliates are

located and the contact information for the local staff. They can assist you with cleanups, adoptions, beautification projects, education and proper disposal opportunities.

- **Local Watershed Associations** - These groups often have local road or waterway adoptions. They can connect you with activities that really make a difference in your community.
- **Local Sportsmen's Groups**
- **Neighborhood Associations**



If No One Else Is Found...

You may find that there are not any groups in your area working on the issues that concern you. Don't let that stop you! Share your concerns with others by:

- Sending press releases to local newspapers.
- Ask for an interview with a local reporter who may do a story on the problem. Supply the reporter with information and photos to illustrate the problem.
- Organize a public meeting to educate others on the problem and recruit volunteers.
- Write letters to your legislators or local government officials inviting them to a cleanup.

Spread the word and the enthusiasm! Before you know it, you will have a group of volunteers to rally behind your cause.

Recruit Volunteers

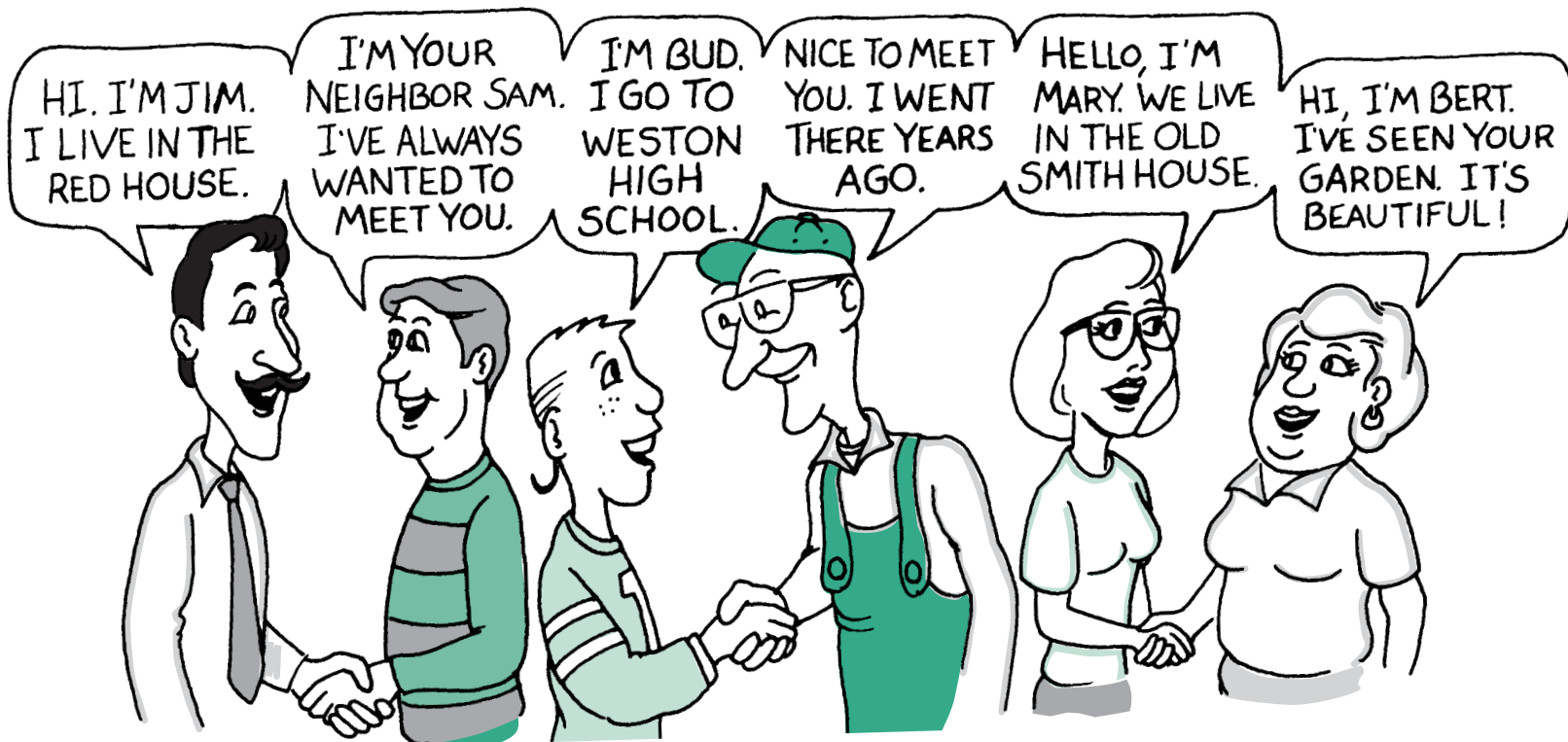
When trying to change long-standing attitudes and behaviors, volunteers can be your most valuable resource. There is strength in numbers! Bringing individuals together builds a community team and lets others know that trashing the community will no longer be tolerated. Volunteers can make short work of tasks that could make one person feel overwhelmed.

- Nearly 30% of adults volunteer. That means roughly 65 million Americans are willing to help out! (2003 Dept of Labor and Statistics data)
- Individuals volunteer for all different kinds of reasons. They volunteer to meet new people, learn new skills, and to put ideas and talents to work.
- Volunteers come from all walks of life, but what they all have in common is the desire to make a difference in their lives and their communities.

What are some things that volunteers can do?

- Take photographs to help document and show the problem.
- Help organize meetings or write letters.
- Attend township meetings.
- Help educate others.
- Solicit food for cleanups.
- Brainstorm with others about potential partners/donors.

**Never forget the power of committed volunteers
when it comes to making a difference!**



Working together makes a big difference!



"Understanding Local Government"

You may find you need to talk with your township supervisors to get their support for your cleanup efforts. Maybe you'll need to talk with the municipal secretary to find out who the enforcement officer is. Perhaps you'll discover you would like to work with the county's recycling coordinator to see if electronics recycling is being planned or is something you could help promote.

Understanding your local government structure can help you develop contacts within the appropriate governing bodies.

Section 6 of ***The Pennsylvania Manual*** gives a complete description of local government. You can borrow a copy from your library or read the on-line version on the Pennsylvania Department of General Services' web page at www.dgs.state.pa.us

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Local Government Classifications

Every Pennsylvanian lives in a county and in a local municipality. The types are:

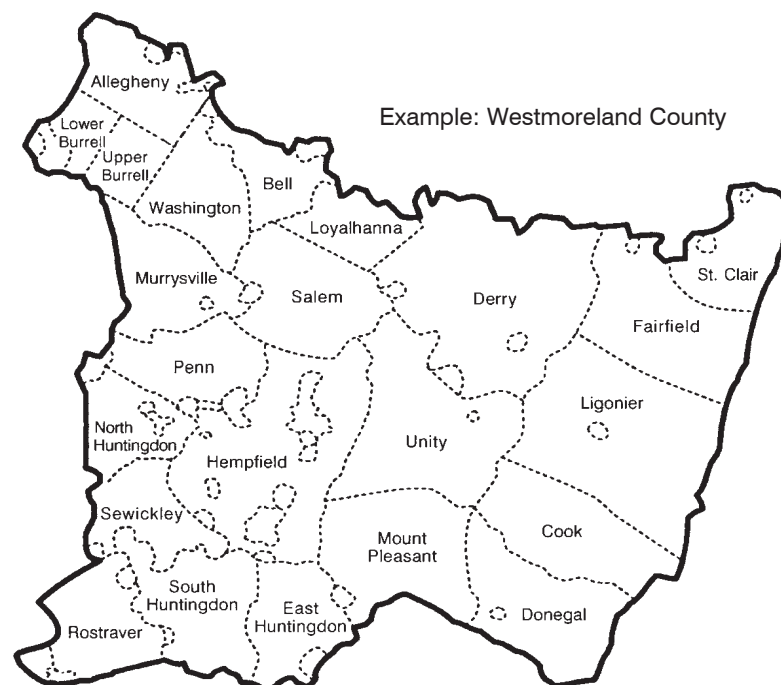
1. Counties – There are nine classes of counties.
2. Municipalities:
 - Cities – Have strong mayors and a city council. (Philadelphia is a combined city/county.)
 - Townships – Commissioners govern first-class townships.
– Supervisors govern second-class townships.
 - Boroughs – Are governed by a council and a mayor.

Typically, townships are more loosely organized than boroughs to accommodate for more rural and less populated areas of governance. However, as urban development increases, townships are becoming more strict when dealing with developmental growth.

Where Do You Live?

In Pennsylvania, municipal boundaries, school districts and postal areas don't always match. For example, your mail may be addressed to A-Town, you may live in B-Township, and your local school district might include a township and a few smaller boroughs. Your town may even share the same zip code with another town.

Your municipality, whether it is a city, borough or township, is the place **where you vote and pay local taxes**. This is the place to start to meet officials or have any questions about something in your community.



LEGEND

----- Borders of cities, boroughs and townships

Who's Who In Local Government

Figuring out who's who in local government can sometimes be confusing. Depending upon the size of your municipality, one person may have more than one responsibility. Working with the secretary can be your most effective first step. The secretary can steer you in the right direction and can connect you with the right person. The following are some of the local government officials who can help you.



- **Township Supervisors/Commissioners** – The elected officials that govern a township.
- **Borough Council** – The elected officials that govern a borough.
- **Municipal Manager** – Some municipalities hire a manager to oversee official business. The borough manager is usually a professional who can provide additional expertise to the business of managing municipal government.
- **Municipal Secretary** – This individual handles the administrative duties of a municipality. Secretaries are typically responsible for executing documents on behalf of the municipality, advertising Sunshine Law notices, requesting bids for contract work, dealing with the public and finalizing municipal responsibilities both to the local public and to the Commonwealth, along with many other mandatory and necessary responsibilities.
- **County Planning Department** – Counties are required by the state of Pennsylvania to have official planning offices. Often the county planning department will be the administrator of a county comprehensive plan that deals with a range of land use and planning issues such as zoning, watershed management, storm water issues, development, timbering, etc. Your county planning department also keeps records of elected municipal officials.
- **County Solid Waste Department/Authority** – Most counties have a Solid Waste Department of Authority responsible for recycling and proper waster disposal.
- **Municipal Planning Department/Commission** – Established to manage and protect a variety of municipal resources such as land use management. They may also create special planning departments to facilitate and guide municipal resources.
- **Public Works Department** – Some municipalities have public works departments which maintain local roads and streets and will be familiar with specific locations in a community.
- **Code Enforcement Office** – This office enforces municipal regulations for open burning, sidewalk snow removal, and renovations made to rental properties, etc.

See next page for Government Structure Chart

Getting Your Foot in the Door — Who to Contact in Local Government

Basic Government Structure



Governing Body

- Borough or City Council
- Township Supervisors
- Township Commissioners

Municipal Manager

- Oversees municipal business
- May be titled *City Administrator*, *Borough Administrator*, *Township Manager*, *Borough Manager/Secretary* or *Borough Manager/Secretary/Treasurer*
- Chair of Township Supervisors may handle this responsibility



Municipal Secretary

- Good contact regarding municipal affairs, questions.
- Fields complaints and directs them to the proper department
- Participates in the meeting planning process

Municipal/County Planning Department

- Has information about local governments
- Administers county ordinances

Municipal/County Solid Waste Department/ Authority

- Enforces solid waste laws
- May offer recycling services
- Educates citizens

Public Works Department

- Maintains local roads and streets
- May include Parks Department
- Will be familiar with specific locations

Code Enforcement Officer

- Enforces municipal codes
- Disseminates information regarding codes

Please note that municipal structure varies greatly. Not every municipality has all of these departments. Contact your municipality for more information.

Contacting Your Municipality

Some municipalities do not hold regular weekly office hours because they may be too small or may have budget constraints and cannot afford the overhead of maintaining an office or daily administrative staff. It may be a challenge to find out who this person is and where to reach or contact him or her. However there are resources available and some first steps to take.

You can find your municipal, state and federal office listings in the government pages of your telephone directory. The alphabetical listings are grouped under Local, State, and Federal/United States branches.

The county planning department is usually located in the county courthouse. They may have a listing with your courthouse listing, or you may need to call the main switchboard of the courthouse and ask to talk to someone in the planning department.

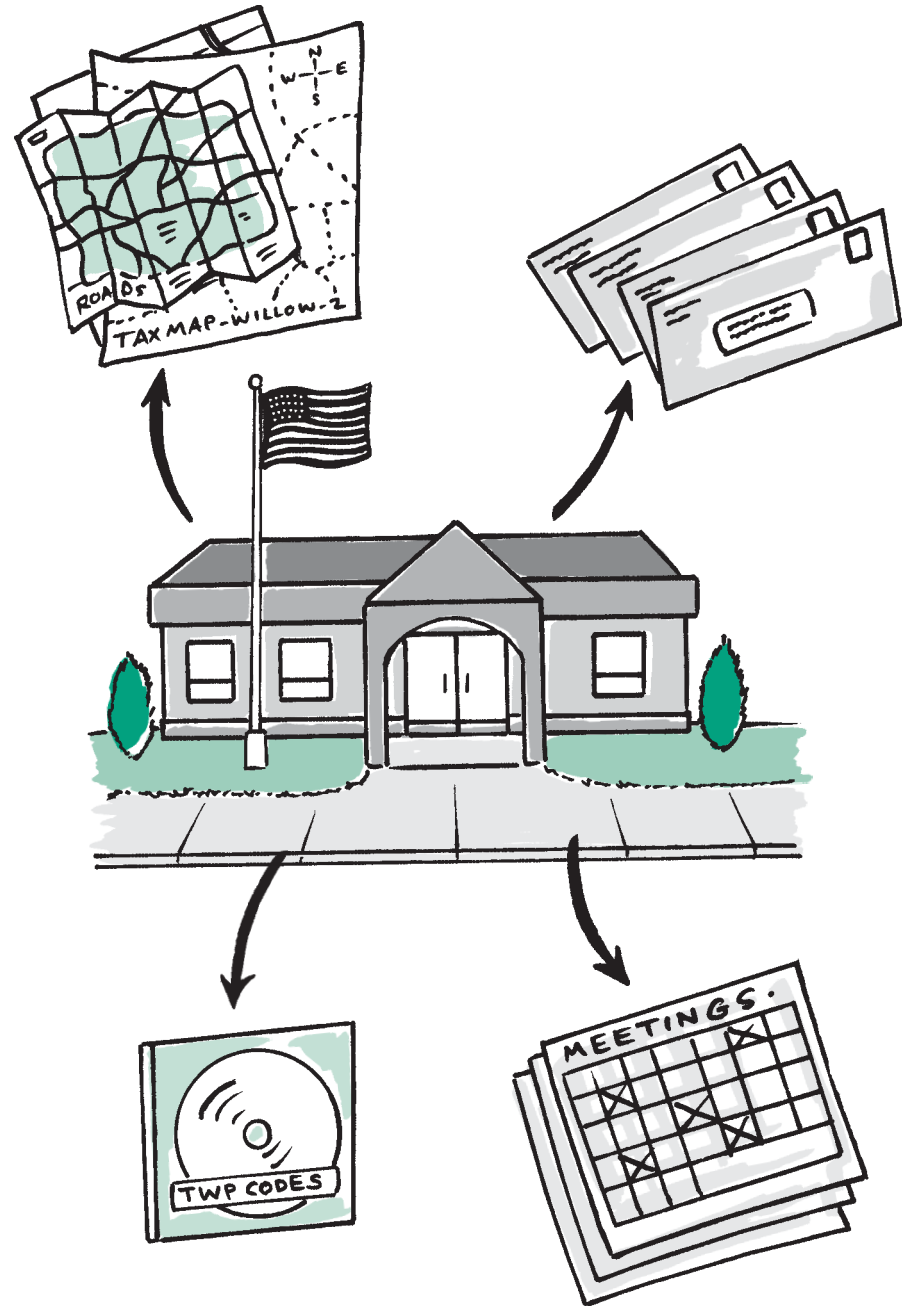
The reference section of this book has many names and contact information for ways to find your local government contacts.

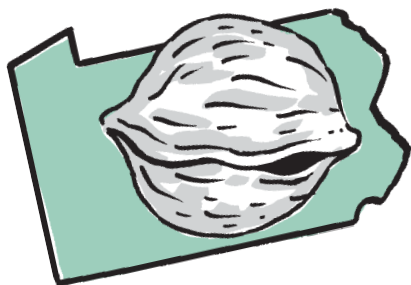
If all else fails, just send the municipality a simple letter asking for its contact information and when its meetings are scheduled. If someone from the general public requests information about when a municipality holds its public meetings, someone must respond. Within the response, you'll probably get a contact person's name and maybe more information that would be helpful in making the contact.

Helpful Things You Can Get From Your Municipal Office

Your municipal office can provide critical items to save you time and help you be successful. Some of these items are:

- Copies of maps
- Location-specific mailing lists that are helpful when recruiting support
- Municipal contact names
- Information about local codes





"Pennsylvania's Solid Waste Plan - In a Nutshell"

Understanding a bit about Pennsylvania's Solid Waste Plan (municipal waste) can be helpful in working with the waste issue locally and give you hope for the future. You can get the information on DEP's website www.dep.state.pa.us by clicking on "Subject" then on "Municipal Waste".

When we talk about **municipal waste**, it means not only residential trash, but also refuse from businesses, schools, hospitals, other institutions, industrial lunchrooms and community activities. It includes solid, liquid, semi-solid and contained gaseous materials, as well as non-hazardous sludge from water treatment or supply plants and air pollution control facilities. It does not include industrial or hazardous wastes, however, small amounts of household hazardous wastes such as paints, cleaners and pesticides are allowed.

Key Elements

The goals of Pennsylvania's Solid Waste Plan are:

- Reducing the amount of waste we generate.
- Planning by counties to assure future disposal capacity.
- Developing municipal recycling and waste reduction programs for households, institutions and commercial establishments.
- Encouraging the development and purchase of products containing recycled materials.
- Responsibly managing the waste that remains after reduction, reusing and recycling have taken place.

Options

There are six options for dealing with our waste. The more options we use, the longer our natural resources will last and the healthier our environment will be.

- 1. Source Reduction** – Decrease the amount of waste to be disposed and avoid excess waste. Buy less.
- 2. Reuse** – Maximize the useful life of products before recycling or disposing. Donate to resale shops, have yard sales, share with others.
- 3. Recycling** – Conserves raw materials and energy while conserving disposal capacity. Participate in your municipality's recycling program or work to initiate or expand one in your area
- 4. Composting** – When organic waste is composted in either back yard bins or on a larger scale, using school or hospital food waste or leaf and grass waste, it produces a valuable soil additive. When organic waste is disposed of in landfills, it creates methane gas and, if incinerated, it decreases the burn efficiency.
- 5. Incineration** – By the time the waste stream reaches this level, it should have decreased considerably. Find out where your municipality's waste goes after it is picked up. Explore the possibility of it being disposed of at the nearest incinerator.
- 6. Landfills** – The amount of government control determines the amount of waste to be disposed of in a landfill. Ideally, by the time the waste stream reaches this level there should be little left beyond the ash residue from incineration. The more we do to prolong our disposal capacity the safer our land.



These are things we can do to make our resources last:

REDUCE

How can we use less of something so that it will last longer?

REUSE

Can it be repaired or used in a different way?

RECYCLE

Can it be made useful again and again?



This cycle only becomes cost effective when we **BUY** products made from recycled items (paper, aluminum cans) and pre-used items (thrift stores, yard sales)



"Relationships are the key to making change!"

Read through these "tips" and see how you can make them work for you. A friend who has been passionate about the groups and causes he's supported through the years shared these tips with us. They have been gleaned not only from successes, but also through lessons learned from mistakes.

"Relationships are critical to making things happen."

- "People give to people." We want to believe that they give to causes, but personal relationships are vital and more important in making the decision to make a contribution. And when we say give, we mean not only money, but time, expertise and passion.
- Spend time identifying the correct person to make the contact or request for support, a contribution, or time.
- Be positive; you must demonstrate the "passion" for your mission.

"Elevator speech or how to maximize a chance meeting"

- First floor:
"What is your program?"
Fifteenth floor:
"Wow! It sounds like you have a great program! How can I help?"
- Develop a simple statement that explains your mission and can be given to a stranger and understood in 15 seconds.



"Learn as much as you can about a group prior to speaking to them."

- If you speak with a watershed group, take a passionate watershed supporter with you.
- If you go to a local businessperson, take a significant business person with you.
- If you approach a township supervisor, take someone who has successfully dealt with that person in the past.

"Remember This!"

- The most important person is often the secretary that sets the appointment.

"Jim, come and sit with us at dinner, OK? Thanks, but I think I'll join those new folks over at the other table."

- When you go to a dinner/meeting, mix with others; don't just sit with your colleagues.
- Every time that you go beyond your normal group, something good will happen."



"Workers work, organizers organize, ticket sellers sell."

- Not everyone wants to get dirty or find sponsors for lunch or talk with the landfill or township to support the cleanup with hauling or landfill space.
- Every project works, if you recruit the right people for the right jobs.

"Would you mind carrying this water bucket for me?"

- Don't ever be fearful of asking someone to help you; your friends, neighbors, and folks in the community are waiting to be asked!
- Sometimes we find that those who **weren't** asked were disappointed that they weren't included in your project!

"Be yourself!"

- You don't have to be a polished public speaker, a writer or environmental wizard to organize a cleanup, an adoption or a bulky waste collection in your community.
- Use your passion for the project and the skills that are part of you to accomplish your goals.
- You will meet the right people and be able to generate support by "just being you."

"Be early and stand tall."

- When you go to a meeting or give a talk, be early, develop a relationship with the folks in the room and then talk to "people" — not to a room/organization/etc.

"Water the flowers."

- Just because you've "planted the seeds" for a possible project, don't forget to stay in contact with those you talk to.
- If you don't water the soil, nothing grows.



"Why should I be on that committee or board?"

- Never give up the opportunity to meet new folks and learn how others do their job.
- Stepping up for a position in a group you partner with can be a win-win situation for both the group AND the community as well.

"Where is the paper, dear?"

- To stay close to your community, be sure to read the local paper.
- The news will give you leads on groups to partner with, places you can share your "story," and information on the current environmental and waste topics that provide opportunities to make a difference.



"Don't get discouraged!"

- When things go bad, keep looking for a way to make it work in your favor — there is **always** a way to make it work!

"I never went to a meeting that something good didn't happen!"

- Never stop being excited and passionate about your mission!
- Your excitement and passion are contagious. And that's a good thing!



"How to plan and run a meeting."

Getting the word out to as many individuals and groups as possible is the key to getting to the root of your problem. A public meeting will give you the opportunity to bring individuals together to build a community team. The more individuals and groups you can get interested in the beginning, the easier it will be.

Every effort should be made to invite people who are concerned with illegal dumping, littering, open burning and stockpiling of waste to the meeting.

Consider inviting the following individuals or groups:

- County Conservation District staff
- County and local government officials
- Leaders of local environmental organizations (watershed organizations, school environmental groups, etc.)
- Landfill owners and operators
- PA State Police, local police and ordinance officers
- PA Fish Commission and PA Game Commission
- PENNDOT District Manager and/or Beautification Coordinators
- County Sportsmen's League
- County or local Chamber of Commerce
- Individuals who live near dumps or are victims of illegal dumping
- Residents who live along the littered road in question



Advertise the meeting

The amount of publicity you want to draw might depend on the size of your problem. Below is a list of examples of media:

- Local daily and weekly newspapers
- Local TV affiliates
- Cable news stations
- Local radio stations

Special Invitations

Making personal contacts, in addition to issuing a media release, will guarantee that individuals or groups with a special interest in the environment are informed of the meeting. If you send a letter, follow up with a phone call. This reinforces the contact and gives you the opportunity to answer their questions.



If you need contact information for media in your area, the **Pennsylvania Manual** lists the media by county, or call your local Chamber of Commerce, look in the yellow pages, or go to <http://webnp.nt5.us>.

For a ten-step method for working with the media, go to www.pcee.org. Click on EE and the Media, and then click on "Take Me To The Toolkit."

Plan the Meeting

A well-organized meeting will greatly increase your chances of gaining the support of those in attendance. If you've never planned a meeting before, here are some suggestions to help guide you:

- Select a meeting space that is easily accessible for those you want to attend and is a central location.
- Reserve a community meeting room - county courthouse, library, or municipal building.
- Visit the room beforehand to become familiar with lighting and the room setup.
- Get the name and number of the person responsible for opening, closing, and maintaining the facility, in case you have questions, need more chairs, etc.
- Arrive an hour before the meeting begins to make certain everything is in order.
- Make sure the room is a comfortable temperature. Once it gets filled with people, it will get warmer.
- Share the information you've gathered about your concern.
- Provide documentation (photos) and other specific information. It helps everyone to "see" the problem. Create a photo album or photo board to pass around or display at the meeting.
- Arrange for light refreshments to draw more of a crowd.
- Keep your meeting brief and to the point.
- Be sure to leave the meeting with a plan. What needs to happen next?
- Remember to thank those who donated the meeting space and all of the individuals who attended the meeting.
- Have copies of meeting agenda for everyone you invite to the meeting (see p. 38 for sample agenda).

Sample Agenda

- If it's a fairly small group, ask everyone to introduce him or herself and share why they are there. It's a good "icebreaker."
- Be sure to ask everyone to include their name and contact info on a sign-in sheet. That way you'll be prepared when you need to follow up with them.
- Present the problem.
- Talk about solutions.
- Determine your course of action.
- Don't be afraid to ask for help and assign tasks.



The Pennsylvania Organization for Watersheds and Rivers (POWR) has created a wonderful Fact Pack entitled Communicating your Message. Contact them at (717) 234-7910 or info@pawatersheds.org to have them send you one. It's chock full of helpful tools for building partnerships and sharing your cleanup success stories.

Name of Meeting
Community Building, Room 10
Anywhere, PA
Tuesday, March 8, 2005
7:00 pm

A G E N D A

Introductions
(Be sure to identify yourself and any key speakers)

Problem
(Give brief description of your concerns)

Goals/Strategies
(Brainstorm solutions to the problem)
What tasks are required to initiate change?
Are there deadlines?
Who will do what?
What community partners might be able to help?
Are there any obstacles?

Course of Action
(Make sure everyone agrees on the next step)

Questions and Answers
(Address any lingering concerns)

Next meeting (if needed)
(Set a date that will work for the majority)

Thank You

Things I'd like to see happen in my community...

[illegible]



"Here are some helpful resources!"

Non-Profit Resources

PA CleanWays, Inc.

105 West 4th Street
Greensburg, PA 15601
Phone: (724) 836-4121

www.pacleanways.org

Information on illegal dump cleanups, education and beautification programs, adoptions, and proper disposal. Contact information for affiliates across the state can be found at the website.

CigaretteLitter.Org

www.cigarettelitter.org

An informal, non-profit organization dedicated to dramatically reducing cigarette litter across the United States. Their goal is to accomplish this task by raising public awareness of the issue and educating communities about the facts regarding cigarette litter. They have several cigarette disposal items available for sale.

Clean Air Council

135 South 19th St. Suite 300
Philadelphia, PA 19103
Phone: (215) 567-4004

www.cleanair.org

Works to change how policy-makers, government leaders, and citizens in Pennsylvania and Delaware think about the environment.

Clean Water Action & Clean Water Fund National Office

4455 Connecticut Ave. NW
Washington, DC 20008
Phone: (202) 895-0420

<http://www.cleanwateraction.org>

A national citizens' organization working for clean, safe and affordable water, prevention of health-threatening pollution, creation of environmentally safe jobs and businesses, and empowerment of people to make democracy work.

Conservation Fund, PA Office

105 North Front St.
Harrisburg, PA 17101
Phone: (717) 230-8166

www.conservationfund.org

Forges partnerships to preserve our nation's outdoor heritage — America's legacy of wildlife habitat, working landscapes and community open-space.

Earth 911

7301 East Helm Building D
Scottsdale, AZ 85260
Phone: 1-800-CLEANUP

www.earth911.org/master.asp

Includes a listing of recycling coordinators and contact information of other environmental organizations. Enter your zip code and find out what is recycled in your area curbside and drop off locations.

Envirolink

P.O. Box 8102
Pittsburgh, PA 15217

www.envirolink.org

A comprehensive resource for social and environmental change. Provides access to thousands of online environmental resources since 1991.

Environmental Defense Fund

257 Park Avenue South
New York, NY 10010
Phone: (212) 505-2100

www.environmentaldefense.org

News, alerts and guides for green living.

Environmental Magazine

P.O. Box 2047
Marion, OH 44305-2047
Phone: (815) 734-1242

www.emagazine.com

Information on environmental issues like air pollution, health problems, air quality, and consumer products. E-Magazine educates, inspires and empowers Americans to make a difference for the environment.

Greater Philadelphia Clean Cities Program

135 S. 19th St. Suite 300
Philadelphia, PA 19103
Phone: (215) 567-4004

www.cleanair.org/cleancities

Information on upcoming and past events, alternative fuel news, and financial incentives to use alternative fuels. A nationwide program to promote the economic and environmental benefits of alternatives to gasoline and diesel fuel. This site highlights the work of the Greater Philadelphia Clean Cities Program.

Group Against Smog and Pollution (GASP)

P.O. Box 5165
Pittsburgh, PA 15206
Phone: (412) 441-6650

<http://www.gasp-pgh.org>

A non-profit citizens' group in Southwestern Pennsylvania working for a healthy, sustainable environment. Founded in 1969, GASP has been a diligent watchdog, educator, litigator, and policy-maker on many environmental issues, with a focus on air quality in the Pittsburgh region.

Keep America Beautiful

1010 Washington Blvd.
Stamford CT 06901
Phone: (203) 323-8987

www.kab.org

Information on street and road adoption programs, composting, fall leaf collections, etc. A national program that provides individuals/communities with strategies on preventing litter and illegal dumping.

Keep Pennsylvania Beautiful

1029 Mumma Road
Wormleysburg, PA 17043
(717) 214-7901

www.keeppabeautiful.org

National Audubon Society

700 Broadway
New York, NY 10003
Phone: (212) 979-3000

www.audubon.org

Works to protect birds, other wildlife, and their habitats.

National Center for Environmental Decision-Making Research

www.ncedr.org/guides/litter

Information resources for controlling litter and illegal dumping problems, case studies, model laws, educational materials and more. Designed to guide those wanting to make good, responsible decisions about a variety of environmental issues through the entire process.

National Resources Defense Council

40 West 20th St.,
New York, NY 10011
Phone: (212) 727-2700

www.nrdc.org

An environmental action organization that uses law and science to protect the planet's wildlife and wild places and to ensure a safe and healthy environment for all living things.

Nature Conservancy of Pennsylvania

15 East Ridge Pike Suite 500
Conshohocken, PA 19428
Phone: (610) 834-1323

www.nature.org

Mission is to preserve the plants, animals and natural communities that represent the diversity of life on earth by protecting the lands and waters they need to survive.



PA Federation of Sportsmen's Clubs

2426 North 2nd St.
Harrisburg, PA 17110
Phone: (717) 232-3480

www.pfsc.org

Mission is to provide a statewide, united voice for the concerns of all sportsmen and conservationists, to insure their rights and interests are protected, and to protect and enhance the environment and our natural resources.

Pennsylvania Organization for Watersheds and Rivers

610 North 3rd St.
Harrisburg, PA 17101
Phone: (717) 234-7910

www.pawatersheds.org

Watershed awareness, education, directory and more. Watershed issues and what you can do to help.

Pennsylvania Resources Council

Philadelphia Office: 3606 Providence Rd.
Newtown Square, PA 19073
Phone: (610) 353-1555

Pittsburgh Office: 64 S. 14th St.
Pittsburgh, PA 15203
Phone: (412) 488-7490

www.prc.org

Conservation tips, special collections, anti-litter program for children and adults.

Pennsylvania Wildlife Federation

2426 North 2nd St.
Harrisburg, PA 17110

www.pawildlife.org

Mission is to educate Pennsylvanians about our environment and inspire them to protect and conserve our natural resources.

Non-Profit Resources (cont.)

Professional Recyclers of Pennsylvania

Stadium Road and U.S. Rt. 220

PO Box 25

Bellwood, PA 16617

Phone: (800) 769-7767

www.proprecycles.org

Information on composting, trash collection, recycling, open burning, bulky waste, household hazardous waste, and household product alternatives. Also gives information on laws concerning recycling.

Rachel Carson Institute

Chatham College, Woodland Road

Pittsburgh, PA 15232

Phone: (412) 365-1361

www.chatham.edu/rci

Promoting the awareness and understanding of significant and current environmental issues through national and regional conferences, debates, lecture series, seminars, panel discussions and other educational programs.

Schuykill Keep It Pretty – SKIP

91 S. Progress Avenue

Pottsville, PA 17901

Phone: (570) 628-3758

www.skiplitter.org

This group coordinates with legislative, governmental and civic organizations throughout Schuylkill County to effect the growth of an environmental ethic among its residents.



State Resources

Department of Conservation and Natural Resources

Executive Office 7th Floor,

Rachel Carson State Office Building

P.O. Box 8767

Harrisburg, PA 17105-8767

www.dcnr.state.pa.us

Stewardship education, information on the importance of clean air, water, and adequate habitat for plants and animals.

Department of Environmental Protection

16th Floor, Rachel Carson State

Office Building, P.O. Box 2063

Harrisburg, PA 17105-2063

Phone: (717) 783-2300

www.dep.state.pa.us/local_government

Local government commissions, township supervisors and commissioners, Association of Boroughs, Planning Association, PA League of Cities and Municipalities, The Center for Rural Pennsylvania. The publication, "Get to know your local government liaison", can be found here.

PA Bureau of Forestry

P.O. Box 8552,

Harrisburg, PA 17105-8552

Phone: (717) 783-7941

Information on hiking, hunting, sightseeing, wildflowers, primitive camping and backpacking, cross country skiing, mountain biking, snowmobiling, ATV trails, old-growth forests, natural areas, wild areas and plant sanctuaries.

PA Bureau of State Parks

P.O. Box 8551

Harrisburg, PA 17105-8551

Phone: 1-888-PA-PARKS

Information on camping, cabins, swimming, environmental education, hiking, natural areas, biking, marinas and boat slips. Free publications available on camping, cabin rentals, organized group camping, picnic pavilions and individual park guides.

Pennsylvania Association of Conservation Districts

25 North Front St.

Harrisburg, PA 17101

Phone: (717) 238-7223

www.pacd.org

Information on local Conservation Districts and where you can find solutions to environmental questions. Site contains information on natural resource management.

Pennsylvania Code

www.pacode.com

Official publication of the Commonwealth of Pennsylvania. Site contains regulations and other documents filed with the Legislative Reference Bureau and arranged by subject.

Pennsylvania Department of Transportation

PENNDOT Central Office

www.dot.state.pa.us (then click Highway Beautification Programs to find the one nearest you.)

Information concerning transportation services, adopt-a-highway and beautification programs.

State Resources (cont.)

Pennsylvania Fish and Boat Commission

P.O. Box 67000
Harrisburg, PA 17106-7000
Phone: (717) 657-4518

www.fish.state.pa.us

Information on maps, license agents, seasons/sizes/creel limits, fishing and boating laws, access areas, boat registration, *PA Angler & Boater Magazine*, publications, boat safety and stocking information.

Pennsylvania Game Commission

Dept. MS, 2001 Elmerton Avenue
Harrisburg, PA 17110-9797.
Phone: (717) 783-7507.

www.pgc.state.pa.us

Information on hunting and fur-taking licenses, wildlife, publications and videos, *PA Game News Magazine*, wildlife, game land maps, elk viewing, bald eagles and black bears.

Pennsylvania State Association of Boroughs

www.boroughs.org

Addresses, telephone numbers and web pages. Go to "MEMBER LINKS" to find pages for each member borough.

Pennsylvania State Association of Township Supervisors

4855 Woodland Drive
Enola, PA 17025
Phone: (717) 763-0930

www.psats.org

Links to federal, state, and local government, legislators, township codes and ordinances.

Pennsylvania State Web Page

www.state.pa.us

Information on PA departments, agencies, legislators, businesses and tourism in Pennsylvania, with links to other information about the Commonwealth.

Federal Resources

Allegheny National Forest

222 Liberty Streets
Warren, PA 16365
Phone: (814) 723-5150

www.fs.fed.us/r9/allegheny

Information on hiking, backpacking, cross-country skiing, Kinzua Dam, marinas, canoes and fishing.

Environmental Protection Agency

Ariel Rios Building
1200 Pennsylvania Ave. N.W.
Washington, DC 20460
Phone: (202) 272-0167

www.epa.gov/osw

Energy saving tips, compliance and enforcement regulations, and information on their pollution prevention program.

National Park Service

Office of Public Inquiries (Room 1013)
Department of the Interior,
1849 C Street, NW
Washington, DC 20240

www.nps.gov

Information on Gettysburg Battlefield, Delaware Water Gap National Recreation Area, Johnstown National Flood Memorial and other national parks and monuments.

U.S. Army Corps of Engineers

Pittsburgh District
Federal Building
1000 Liberty Avenue
Regulatory Branch
Pittsburgh, PA 15222-4186
Phone: (412) 395-7152

Philadelphia District
Wanamaker Building
100 Penn Square East, Regulatory Branch
Philadelphia, PA 19107-3390
Phone: (215) 656-6728

www.usace.army.mil

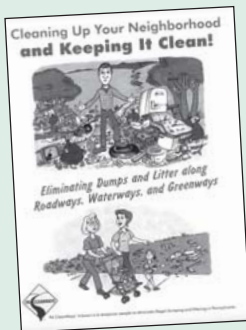
Engineering services in planning, designing, building and operating water resources and other civil works projects (Navigation, Flood Control, Environmental Protection, Disaster Response, etc.)





"PA CleanWays Educational Materials"

Cleanup & Enforcement Tools

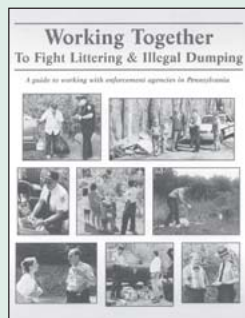


Cleaning Up Your Neighborhood and Keeping it Clean

This 20-page illustrated booklet covers the community cleanup project from beginning to end.

Working Together to Fight Littering and Illegal Dumping

This 18-page book identifies all the state laws and agencies that address littering and illegal dumping and shares ways citizens can work with these agencies.



For more information or to order these materials, contact PA CleanWays, Inc.
www.pacleanways.org
(724) 836-4121

Videos



People: A Solution to Pollution

A mime is used to humorously show the problem of littering and illegal dumping in this 12-minute video.

People: A Solution to Waterway Pollution

Ten steps are identified to organizing a safe and successful waterway cleanup. A 16-page booklet supplements the 13-minute video and includes sample release and permission-to-enter forms.

Illegal Dump Cleanup Safety Guidelines

This 12-minute video illustrates the safety guidelines and approach that has made PA CleanWays a successful organization in addressing littering and illegal dumping.

Teaching Tools

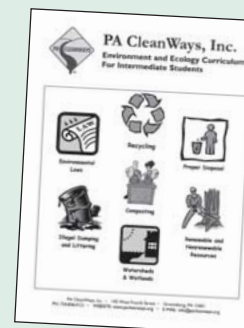
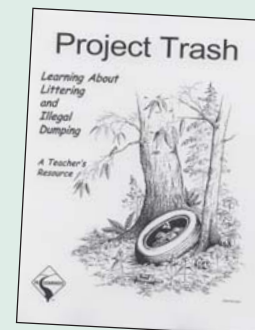


Open Your Eyes to Litter Series

Young and old alike have enjoyed these fun activity books. Teachers' guides are also available upon request.

Project Trash

Designed for grades 5-9, this problem-solving curriculum gives students the opportunity to promote long-term change to address a waste issue in their area. They conduct a community survey identifying littering, illegal dumping or any other solid waste issue in their area.



Environment and Ecology Curriculum for Intermediate Students

Ten activities that encourage students to become more aware of their world, understand the impact of individual choices and actions, and to encourage them to implement change.

See order form for educational materials on website www.pacleanways.org



"The ideas in
this toolkit
sure helped..."

"Thanks...
working together
we made a
difference, too!"



Tools for Change



Produced by:
PA CleanWays, Inc.
105 W. Fourth Street
Greensburg, PA 15601-2981
Phone: (724) 836-4121
Fax: (724) 836-1980
www.pacleanways.org



With funding from:
Pennsylvania Department of
Conservation and Natural Resources
Forest Lands Beautification Program
Phone: (877) 772-3673 (877-7PA-FOREST)
Fax: (724) 836-3586
www.cleanpaforests.org

