



## **Annual Report Report FY 2013**

**Submitted by Jennifer Cole, Executive Director**

### **Mission**

The mission of Clean Fairfax is to encourage environmental stewardship and urban sustainability in Fairfax County, Virginia through education, programming, and community involvement. Clean Fairfax seeks to reduce littering and to encourage recycling, reusing, and reducing consumption, promote community action by supporting clean-ups and adopt-a-spots and serve as a clearing house for environmental information in Fairfax County.

### **Vision**

To be Fairfax County's non-profit leader in environmental and sustainability education, advocacy and action by creating relationships with schools, businesses, municipalities and other organizations to support and promote good environmental policy and programs that benefit the entire County.

This year, Clean Fairfax, in partnership with several county agencies and area nonprofits, moved the County's Earth Day/Arbor Day event to The Workhouse at Lorton Arts. Rebranded as SpringFest, Clean Fairfax worked with the Park Authority and Park Foundation, Lorton Arts Association, Department of Public Works, Fairfax Water, the Chairman's office of the Board of County Supervisors, Supervisor Herrity's Office, Vulcan Industries, and Northern Virginia Regional Park Authority. Over 3000 residents and children attended SpringFest 2013 which hosted more than 25 environmental education and arts groups, 4 hours of environmental entertainment, pony rides, petting zoo, plant sale, bake sale, climbing wall, balloon art, face painting, melting polar ice cap bounce house obstacle course, stunt kites, bike and kayak rentals, awards ceremony and assorted food vendors.

SpringFest 2013 was well documented by Fairfax County's facebook, twitter accounts, assorted local news outlets, The Washington Post, 106.7 radio, Northern Virginia Magazine, as well as all of Clean Fairfax's and partner outlets (twitter, facebook, website, email.) SpringFest 2014 is scheduled for April 26, 2014 at the Workhouse.

In addition, over 100 students, volunteers and board members, business people and others participated in Arbor Day workshops, and an early morning clean-up and tree planting along the banks of the Occoquan River. SpringFest 2013 was listed as a Global Youth Service Day event, promoted by partner Volunteer Fairfax.





Clean Fairfax uses the funds granted by the State Litter Fund and creates over \$300,000 worth of services, in kind donations and volunteer hours for the county.

### **Clean Fairfax documented the following metrics regarding litter and clean-up activities**

- Report-a-litterer reports- 125
- Total # of clean up events either planned or supported- 85
- Total # of volunteers at clean up events- 1,223
- Total # of volunteer hours -6,620
- Total pounds of trash collected- 66,828.57
- Total value of volunteer hours \$132,598.60

Clean Fairfax supported community cleanup programs by supplying tools needed for groups to keep their neighborhood clean and healthy. Gloves, garbage bags, recycling bags, high visibility vests and more are provided to any Fairfax resident, business or school wishing to plan a clean-up. Supplies are sent to the closest Supervisor's office, or picked up at Clean Fairfax. CF works with the DPWES to help secure dumpsters or dump permits for large cleanup projects. Supplies may be requested by visiting the Clean Fairfax website.

Clean Fairfax is often invited to table at county events, or present materials at neighborhood or school fairs. In addition, Clean Fairfax is available to give presentations at schools, businesses, churches and more on a number of litter prevention, recycling, composting, clean air/clean water, etc., topics. Clean Fairfax maintains a presence at The Fairfax County Visitors' Center with several thousand auto litterbags, brochures and bookmarks each year. A lending library of environmental books and films are always available to be borrowed by interested parties.

In maintaining previous partnerships, and creating new relationships across the county, Clean Fairfax worked with schools, libraries, homeowners' associations, religious organizations, other non-profit organizations, low-income housing developers and managers, the Fairfax County Visitors' Center at Tyson's Corners and more to ensure the message of litter and pollution prevention, recycling, and sustainability resonates in all corners of the county.

Clean Fairfax is halfway through a five year strategic plan which includes fundraising goals, board member outreach and growth, new programs, and continued support of County mission and goals.

### **History**

The Litter Control Task Force was appointed by the Fairfax County Board of Supervisors in 1978 and charged with preparing a program for utilization of the Commonwealth litter grant funds and with preparation of recommendations to the board on a county-litter reduction program. Membership to the





Task Force included one representative from each supervisorial district, representative from the League of Women Voters, one from the Chamber of Commerce, and one from the Federation of Citizens Association. In 1985 the Task Force separated from the County in order to be able to solicit funding from the private sector. Incorporated as Clean Fairfax County, and later Clean Fairfax Council, Inc., (Clean Fairfax) operates as a 501 c 3 non-profit organization, in partnership with the Fairfax County Department of Public Works and Environmental Services.

### **Present**

Clean Fairfax maintains an office within Government Center thanks to the generosity of the Department of Public Works and Environmental Services. Clean Fairfax employs one full time employee and one part time employee and several college interns each year. The Board of Clean Fairfax acts as the organization's fiduciary agent and meets quarterly.

In additional to this Annual Report, Clean Fairfax submits yearly reports to Stormwater Management to assist with their public outreach requirements of the MS4 Stormwater Application, to the Planning Department to be included in the annual EQAC report, to DPWES for inclusion into the annual Trash Free Potomac report and to the Virginia Department of Environmental Quality.

Clean Fairfax is a member of The Trash Team, made up of county agencies and organizations working on litter issues, as well as advisor to Green Group 12, an afterschool program for girls interested in environmental issues locally and globally.

The Executive Director is the past president of the Virginia Council on Litter Prevention and Recycling, and past Vice President of Awards for the Community Appearance Alliance. The organization is a member of Keep Virginia Beautiful, the Virginia Recycling Association, Beekeepers Association of Northern Virginia, Chickens 4 Fairfax, Fairfax Advocates for Better Biking and other local environmental advocacy groups.

