



## **Clean Fairfax Annual Report FY2014-to date**

### **Organizational Summary**

Submitted by: Jen Cole, Director

#### **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. The Board of Clean Fairfax acts as the organization's fiduciary agent and meets quarterly.

In addition to the 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, The MS4 Tactical Team on Outreach and Education, 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, Volunteer Fairfax, Leadership Fairfax, the Virginia Recycling Association, Beekeepers Association of Northern Virginia, Fairfax Advocates for Better Biking and other local environmental advocacy groups.

**Clean Fairfax has one full time employee.**



## ACTIVITIES

### Community Clean Ups

- 82 neighborhood Clean Ups
- 2200 volunteers
- 2343 volunteer hours
- 325 cubic yards of trash collected
- \$263,501. Value of volunteer hours

Continue to receive Report-a-litterer reports, as well as illegal dumping reports and requests for help. Work with DPWES Staff to resolve each one. ***Fairfax Police no longer able to support Report-a-litterer program-- discontinued last year.***

**Forte Environmental Mini Grant Program** (small grants awarded to educational programs to further an environmental goal such as increased recycling, litter control, recycling, etc. partially funded by DPWES)

- retrofitting drinking fountains to fill water bottles,
- a project to use school kitchen scraps as compost and
- program that creates rain barrels to water a school community garden,
- a plastic bag recycling program that partnered with TREX,
- a project establishing and emptying large recycling bins for school playing fields
- a project to create an after school Environmental Club curriculum to be available to anyone who would like to use it.

### Outreach (educational programs and presentations)

- 13 school programs (mix of middle and elementary schools, with DPWES)
- 4 Adult programs (Herndon Environmental Network, Annandale Women's Club, Arlington Women's Club, Annandale United Methodist Church)
- 1 Supervisor's Cable show (a half hour cable access show with Supervisor Cook to talk about Spring Stream Clean-ups and SpringFest which was on Cox Channel 16 in April. The year before I did Supervisor Gross' show regarding fall cleanups and the county's leaf pick up. The year before that I did Delegate Ken Plum's show regarding Earth Day and Stream Clean Ups.)
- 1 teacher training program (750 SACC teachers)
- 1 statewide panel discussion (Virginia Recycling Association)
- 5000+ SpringFest attendees and 25+ environmental organizations representing



### **Outreach-(Static and Electronic)**

- 10,000 Auto litter bags and brochures at Fairfax County Visitors Center
- 48,000+ website views
- 592 “Likes” on Facebook page, engaging an average of 80 people per posting, several postings per week
- Constant rotating information on Facebook page, twitter feed and website
- Links on DPWES and other County Websites connecting to Clean Fairfax

### **Other Activities/On-Going Projects (beyond outreach as noted above)**

- Planning and producing SpringFest Fairfax, the County’s official Earth Day and Arbor Day Celebration at The Workhouse.
- Providing internship opportunities and mentoring for college students interested in Environmental careers.
- Updating educational materials (circa 1992) with new video (to be completed before December 2014), making it available electronically.
- Celebration of 30 years of Environmental Advocacy for Clean Fairfax (2015).
- Creating clean-up and volunteer opportunities for schools, churches, small businesses throughout the county.
- Maintaining and creating the Clean Fairfax files and organizational materials and reports as required by DEQ, IRS and The County.
- Assisting the Clean Fairfax board with management of organization’s goals and mission
- Continuing to serve as needed on County panels, task forces and committees.

### **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, reclaiming 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.