

**2016**  
**North Carolina Interagency Report**  
**Litter Cleanup, Education/Prevention**  
**and Enforcement**

**This report provides information for reporting year 2016**

**February 1, 2017**

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## **Litter Report 2016**

This report is prepared pursuant to Session Law 2006-79, Section 15 G.S. 147-12 (b) and provides information describing North Carolina's 2016 litter prevention initiatives.

The state's 2016 litter prevention campaign had three components:

- Litter cleanup
- Education - prevention
- Enforcement

Information contained in this report is for calendar year 2016 unless otherwise noted. This interagency report was prepared by NCDOT with multiple agencies providing reporting year information. A list of these agencies and litter report contacts is provided in Appendix A of this report.

## Executive Summary

The North Carolina Department of Transportation's (NCDOT) total state highway system was comprised of approximately 80,000 road miles in 2016.

During 2016 NCDOT spent \$19,551,850 picking up litter on state routes. This includes the \$9,040,000 that NCDOT transferred to the North Carolina Department of Public Safety (DPS) for costs associated with the Minimum Custody Work Crews and Medium Custody Road Squads. The \$9.04 million amount was set in the 2010 Fiscal Year Budget Bill, and has remained unchanged to date. In addition, Minimum Custody Road Squads are utilized within NCDOT crews; funding to DPS is \$1 per inmate-day worked.

In 2016, NCDOT reorganization occurred that streamlined how litter abatement is managed along state roadways. Also, in early 2016 NCDOT let 21 new statewide litter/debris removal and recycling contracts for interstate and primary highways. In addition, 18 new highway mowing contracts were let which included litter pickup. This brought the total contracts level to 29 litter and 29 mowing/litter combined. With these contracts, 100% of the 1,326 miles of interstate and approximately 50% of the 13,736 miles of primary highways receive litter pickup. At the close of 2016 over 2,650,215 pounds (1,325 tons) of litter was collected by these contracts.

Statewide litter prevention continued to be collectively supported by NCDOT, its Office of Beautification, DPS, North Carolina Department of Environmental Quality (DEQ), and the North Carolina Wildlife Resources Commission. NCDOT participated on various statewide organizational boards through its Office of Beautification, promoting litter prevention information through North Carolina Welcome Centers, health fairs, local community meetings, the State Fair, as well as providing litter prevention promotional items to numerous local organizations and schools.

The North Carolina Administrative Office of the Courts provides a detailed 2016 recap of statewide littering charges by offense code and by law enforcement agency in this report. There were 3,479 charges and 1,262 convictions in 2016. As in previous years, the Conference of Chief District Court Judges continued to provide an alternative to first time offenders charged with littering of less than 15 pounds. On execution of written waiver of appearance and trial, and plea of guilty/responsible, an offender may have the court appearance waived. The fine for intentional littering is \$250 plus costs and \$50 plus costs for unintentional littering. This was adopted by the Conference of Chief District Court Judges on October 14, 2015, pursuant to N.C.G.S. 7A-148, and applies to any new offenses on or after December 1, 2015.

## **1.0 Statewide Roadside Litter Cleanup**

### **1.1 North Carolina Department of Transportation**

North Carolina Department of Transportation (NCDOT) is responsible for litter control along State roadways. In 2016, NCDOT maintained its various litter cleanup programs including: Adopt-A-Highway (AAH), Sponsor-A-Highway (SAH), NCDOT Forces litter and bag removal, and bi-annual Litter Sweeps, and also initiated the new 2016 Litter and Debris Removal Contracts.

NCDOT continued to sponsor Litter Sweep (spring and fall), its statewide roadside litter cleanups. Litter Sweep was held the last two weeks of April and September, during which the department provided volunteers with gloves, safety vests, and bags for use in roadside litter removal. The department also provided additional manpower during Litter Sweep for litter cleanup, removal, and immediate disposal of bags filled with trash from NCDOT roadsides.

NCDOT continues to build its relationships with statewide nonprofit organizations to promote litter prevention for safe, environmentally sound, and aesthetic roadways. The nonprofit organizations involved included Keep North Carolina Beautiful, Inc. (KNCB) and the North Carolina Solid Waste Enforcement Officers Association. The department also worked with the volunteers in the AAH program and other citizen volunteers and industries as well as North Carolina Department of Public Safety (DPS), Division of Adult Correction and Juvenile Justice; Community Service Work Program (CSWP); State Highway Patrol; and local governments. In addition, the department's private, public, partnership initiative, the SAH Program continued to expand. This program provided a means for businesses, individuals and other organizations to sponsor roadside litter removal.

### **1.2 NCDOT Adopt-A-Highway Program**

NCDOT's Office of Beautification continued to administer the department's AAH program. This statewide program is a mutually beneficial partnership between the department and community volunteers. The volunteers participating in the AAH program include businesses, individuals, schools, civic organizations, and professional, religious, and social groups. Participants agree to support local roadside litter removal by adopting a two-mile stretch of roadway and volunteering their time to pick up the litter at least four times a year. The AAH agreement is for a four year period. In return, the department provides gloves, safety vests, and bags for cleanups and recognizes each group by installing a sign with the group's name at each end of its adopted roadway. Upon reaching 10, 15, 20 and 25 year milestones, recognition awards along with anniversary stars to be placed on their signs, are given to the volunteer groups.

In 2016, the AAH Program cost \$405,763. Program costs include statewide program administration as well as the costs to the highway divisions for their local AAH program administration, sign installation, bag removal, and provision of safety vests, bags, and gloves. There were 8,110 man-hours charged to this program in 2016, which is up from 6,023 man-hours charged in 2015.

The State AAH Coordinator utilized the assistance of Division Litter Managers and various program coordinators and co-coordinators throughout all 14 divisions. The coordinators manage the adoption and signage approval processes and other program administrative responsibilities within their assigned counties.

At the close of 2016, there were 9,895 road miles adopted by 5,073 AAH groups. The volunteer cleanup efforts of the AAH program saved the state's taxpayers more than \$6.9 million dollars in cleanup costs, and during the last four years, the AAH program provided a cumulative savings of over \$20 million dollars in roadside litter removal costs.

**Table 1-1. Annual Comparison of AAH Program Taxpayer Savings**

<b>Year</b>	<b>Hours Worked</b>	<b>Cleanup Cost Savings</b>
2016	562,172	\$6.8 million
2015	574,092	\$6.9 million
2014	499,057	\$6.5 million
2013	460,820	\$4.9 million

**Table 1-2. Annual Comparison of Litter Amounts Collected through AAH Program**

<b>Year</b>	<b>Total Pounds Collected Statewide by AAH Groups</b>
2016	5,410,863
2015	3,580,000
2014	3,404,668
2013	3,017,788

### **1.3 NCDOT Sponsor-A-Highway Program**

NCDOT's Sponsor-A-Highway (SAH) Program was initiated in 2011 as a public-private partnership. Beginning as a pilot, it covered 22 counties. In 2015, the program went statewide covering all NC interstate highways. The SAH Program provides a means for businesses, individuals and other organizations to participate in beautifying and environmentally enhancing North Carolina Interstate highways while having the advantage of advertising their company name at the same time.

This public private partnership is pursuant to North Carolina Section 3. General Statute 136-28.1 (l). Per the terms of the program, a service provider's responsibilities include marketing, securing sponsors, sign installation and maintenance, and litter removal and disposal using their own crews. The sponsors, who hire the department's approved service providers for highway litter removal, receive a logo acknowledgement panel that's attached to the SAH program sign. The signs are installed at the beginning of each sponsored one-mile segment.

There are two service providers who have contracted with NCDOT. They are Adopt A Highway Maintenance Corporation of Costa Mesa, California, and Adopt-A-Highway Litter Removal Service of America, Inc., of Encinitas, California. Both companies have a long history in the roadside litter removal industry, and use their own staff, cleaning supplies, and vehicles. Their employees are trained to work on interstates and other high traffic volume roadways.

The cost for sponsors participating in the program is negotiated solely between sponsor and service provider. There is no money exchanged between NCDOT and the service providers. At the close of 2016, SAH service providers maintained 219 sponsored one-mile segments, which was an increase from the 121 segments maintained in 2015. Some sponsors have multiple segments. Each segment is cleaned monthly at a \$300.00 savings per cleaning, saving NCDOT approximately \$788,400 per year.

#### **1.4 NCDOT Litter Management Reorganization and Cleanup Initiative**

NCDOT's 2015 Appropriations Act mandated department reorganization for the management of vegetation and litter along highways. This included the transfer of litter management responsibilities to NCDOT's Roadside Environmental staff to ensure litter activities are planned and coordinated in the most efficient manner possible in each Division. In order to facilitate the transition of litter management responsibilities, Roadside Environmental designated Litter Managers in each division to coordinate efforts for litter abatement programs, except for the Inmate Litter Pickup Program which continued to be managed by the State Maintenance Operations.

In early 2016, NCDOT let 21 new statewide litter/debris removal and recycling contracts for interstate and primary highways. In addition, 18 new highway mowing contracts were let which included litter pickup. This brought the total contract levels to 29 litter and 29 mowing/litter combined. With these contracts 100% of the 1,326 miles of interstate and approximately 50% of the 13,736 miles of primary highways receive litter pickup. At the close of 2016, over 2,650,215 pounds (1,325 tons) of litter was collected by these contracts.

#### **1.5 NCDPS Road Squads/ Litter Crews**

Roadside litter is removed from many state roadways through an arrangement between NCDOT and NCDPS/Division of Adult Correction & Juvenile Justice/Adult & Juvenile Facilities. Approximately 582 inmates, from adult male and female facilities, participate in roadside litter removal throughout the year (weather permitting). In 2016, NCDOT transferred \$9.04 million for costs associated with Minimum Custody Work Crews and Medium Custody Road Squads. In 2016, NCDPS Medium Custody Road Squads and Minimum Custody Litter Crews spent a total of 52,749 days picking up litter along state roadways. For the Medium Custody Road Squads, armed NCDPS Prison staff is required to supervise these inmates. Minimum Custody Highway Work Crews Correctional officers supervised minimum custody inmates.

During 2016 approximately 90% of inmate labor from the Minimum Custody Work Crews was dedicated to litter pickup, and approximately 69% of inmate labor from the Medium Custody Road Squads was dedicated to litter pickup. During 2016, 547,575 pounds (36,505 bags) of debris/litter were collected as part of the spring and fall Litter Sweep events covering 3,185 miles of state roadways. In comparison, during 2015, 583,560 pounds (38,904 bags) of debris/litter was collected as a result of the spring and fall Litter Sweep events covering 3,183 miles of state roadways.

Route planning and other needs are coordinated between NCDOT and each facility assigned to that area. Route planning can be adjusted as needed in coordination with NCDOT representatives due to security reasons such as contraband and prevention of escape. Recommendations have been made by NCDOT to adjust the planning of routes; however, this process has not yet been implemented due to pending decisions to come by NCDPS Prisons. NCDPS Prisons is currently evaluating the Inmate Work Crew System and attempting to better facilitate coverage for Inmate Work Crews to go out more often.

Approximately 582 inmates are currently participating in Minimum Custody Work Crews and Medium Custody Road Squads from the adult facilities. These numbers are down from the previous year due to staff shortages within the NCDPS Prisons as well as changes in missions of certain facilities. When staff shortages occur, inmate work crews may not report for duty due to the unavailability of staff coverage for security purposes. When reporting information to NCDOT, it was done so by hours provided from inmate labor and by pounds collected to report for litter pickup.

NCDOT also utilized Minimum Custody Road Squads for a total of 108,436 man-days at a cost of \$1/day. These inmates work with NCDOT maintenance crews and the work is captured within the shoulder miles performed by NCDOT maintenance crews.

**Table 1-3. NCDOT and NCDPS Inmate Litter Sweep Results**

Year	Pounds of Litter Collected
2016	1,144,912
2015	1,950,165
2014	3,797,805
2013	1,768,965

## **1.6 Community Service Work Program – Litter Control Efforts**

The Community Service Work Program (CSWP) was established as a grant funded initiative in the early 1980's. During 1983, it was established as a program through the Safe Roads Act. Effective January 2002, CSWP was transferred from the Department of Crime Control and Public Safety to the Department of Correction, Division of Community Corrections through legislative action.

As of January 1, 2012, CSWP is now a part of the NCDPS. CSWP is a separate program from the inmate work crews. Offenders in CSWP are not incarcerated, but are ordered to perform community service work hours, as a condition of either supervised or unsupervised probation, depending upon the criminal offense committed and the offender's history.

Division of Community Corrections judicial services coordinators place offenders at government or non-profit agencies, within the local community, to perform work needed by the agency. During 2016, there were more than 2,100 agencies statewide which participated in the CSWP by contracting as worksites for placement of community service offenders.

Offenders perform a variety of work, including general labor, skilled labor, clerical labor, professional labor and litter removal. The value of the various types of labor is calculated upon the North Carolina Department of Labor categories and relative market value minimum payment rates. Many of these agencies focus on litter control regularly and also participate in the NCDOT Litter Sweeps.

**Table 1-4. CSWP Litter Pickup Results by Year**

<b>Year</b>	<b>Pounds Collected</b>	<b>Number of Hours Worked</b>
2016	1,534,330	85,241
2015	1,713,949	95,219
2014	1,839,144	102,175
2013	2,077,365	115,410

NCDPS prison inmate crews and CSWP litter pickups are performed separately and independently of one another. The pounds of litter reported above represent the litter removal efforts of each separately.

## **1.7 NCDOT Litter Removal Disbursements Summary**

Table 1-4 below summarizes NCDOT disbursements for litter removal by year.

**Table 1-5. NCDOT Disbursements**

<b>NCDOT Disbursement by Year</b>				
<b>Program</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
NCDOT Employees	\$4,065,556	\$5,898,576	\$6,091,996	\$7,505,329
AAH	\$405,736	\$305,173	\$251,611	\$206,333
NCDPS Prison (Medium and Minimum Custody Inmates)	\$9,046,871	\$9,045,449	\$9,170,072	9,201,217
2016 Litter Removal Contracts Initiative	\$6,033,687	NA	NA	NA
Disbursement by year:	\$19,551,850	\$15,251,032	\$15,513,679	\$16,912,879

## **1.8 North Carolina Department of Environmental Quality**

### **1.8.1 Division of Parks and Recreation**

The Division of Parks and Recreation hosts litter cleanup events and educational programs to demonstrate the importance of litter abatement and recycling. For instance:

- Approximately 100 students from Gardner-Webb University attended a Big Sweep clean up event at New River State Park on September 12, 2016. A total of 2,500 pounds of litter, including 38 car tires, was collected along a 16-mile stretch of the river by canoe.

- Hammocks Beach State Park commemorated Chris Campbell Community Service Day on August 21, 2016 with 40 volunteers removing 375 pounds of litter from Bear Island. This annual special event was created in memory of the late U.S. Navy SEAL Chris Campbell, a former lifeguard and enthusiast of the park. Chris was one of the thirty American service men killed when their Chinook helicopter was shot down in Afghanistan in August 2011. He was an advocate to ocean conservation as well as sand dune preservation to ensure that our beaches are maintained for future generations to enjoy.
- State parks hosted their second Photo Scavenger Hunt Challenge from October 1, 2016 through January 1, 2017. Participants were asked to photograph themselves disposing of a piece of litter in a state park in order to be entered into a prize drawing.

The Division of Parks and Recreation reported 1,104 participants that collected 7,052 pounds associated with these events in 2016.

## **1.9 Other Statewide Litter Cleanups**

### **1.9.1 Keep NC Beautiful**

Keep NC Beautiful, Inc. (KNCB) was established in 1984 within NCDOT's Office of Beautification. It became a certified Keep America Beautiful (KAB) state affiliate in 1990. It now operates as a 501(c) (3) non-profit dedicated to developing partnerships that engage and empower individuals, businesses, and local governments to take greater responsibility in making and keeping North Carolina beautiful.

The purpose of KNCB is to serve as a liaison between KAB and the local affiliates to ensure they are meeting "good standing" requirements necessary to maintain certification. This is accomplished through workshops, meetings and general communications addressing the concerns of executive directors. KNCB's long term goal is to have a KAB presence in all 100 counties.

Adhering to the national KAB proven model of success, KNCB supports the four core focus areas of:

1. Litter prevention and cleanups;
2. Beautification and community gardens and greening projects;
3. Waste reduction, recycling, and reuse; and
4. Education.

The strength of KNCB is its ability to organize "boots-on-the-ground" volunteers that provide valuable services that ultimately improve community aesthetics, create safer environments, and positively impacts economic development without relying on tax dollars. This is accomplished by the KAB behavioral change system:

1. Get the facts,

2. Prioritize the behaviors,
3. Develop and implement action plan,
4. Evaluate impacts, and
5. Provide feedback.

The system is comprised of four behaviors strategies:

1. Written expectations (ordinances/policies),
2. Infrastructure,
3. Persuasion, and
4. Rewards and penalties.

KNCB is currently comprised of 38 certified KAB affiliates located in 34 North Carolina counties benefiting 223 communities. Each affiliate is uniquely operated in accordance with the means of their governing body. While most affiliates are housed in a county or city government department (such as solid waste, planning, parks and recreation, community improvement and public health), others are volunteer organizations that may or may not have a paid executive director but they do maintain an affiliate in good standing status as required by KAB.

Some counties have more than one affiliate within their boundaries, such as Gaston County with three, Guilford County with two and Mecklenburg County with two. The preferred scenario is affiliation at the county level as it encompasses the entire boundaries whereas a city affiliation may be restricted to their jurisdiction.

### **1.9.2 KAB Programs**

The KAB menu of programs is extensive and allows affiliates the opportunity to pick and choose as appropriate for their staffing and funding allocations. Their signature programs are:

*The Great American Cleanup™ (GAC):* it is the nation's largest community improvement program, engaging more than four million volunteers and participants every year to create positive change and lasting impact in local communities. The 2016 GAC results from the KNCB affiliate network are listed in Table 1-6.

*I Want to be Recycled:* a national advertising campaign promoting recycling from the voice of a recyclable item such as a plastic bottle that wants to become a park bench. Affiliates can customize the advertisement to include their logo.

*Cigarette Litter Prevention Program:* created by KAB in 2002, is the nation's largest program aimed at eliminating cigarette litter.

*America Recycles Day:* it is the only nationally-recognized day dedicated to promoting and celebrating recycling in the United States. Each year, on and in the weeks leading into November 15, thousands of communities across the country participate by promoting environmental citizenship and taking action to increase and improve recycling in America.

### **1.9.3 Other Programs**

Other KAB programs include:

*Gameday Challenge:* a friendly competition for colleges and universities to promote waste reduction at home football games.

*National Planting Day:* a fall initiative for affiliates and other partners to create beautiful spaces in public places and at home by planting pollinator gardens and native species.

*RecycleMania:* a friendly two-month competition and benchmarking tool for college and university recycling programs that promotes waste reduction activities with their campus communities.

*Education and Behavior Change:* the cornerstones of KAB striving to educate and empower generations of community and environmental stewards with curricula and real-world experiences that teach the essentials of proactive community citizenship, including the preservation of our natural resources.

*Recycling at Work:* a voluntary national effort to increase recycling in the workplace. The program offers businesses a 10-step action plan, discounts on recycling bins, and other valuable tools to start and expand a workplace recycling program.

*Recycle-Bowl:* a four-week contest held in the fall for in-school recycling competition for K-12 students, teachers, school administrators, school facility managers, parent teacher associations/ organizations and other parent groups, and local recycling advocates.

*Coca Cola Recycling Grant:* is designed to expand access to recycling in public spaces in communities across America. Since 2007, nearly 900 organizations including schools, local governments, universities and other community groups have received grants providing more than 45,000 recycling bins. The program is funded through a grant from The Coca-Cola Foundation, the philanthropic arm of The Coca-Cola Company.

The above programs have been developed, tested, and made available to affiliates in a turnkey format that allows them to customize and market in their local areas. The initial certification and annual maintenance fees (based upon affiliate population) entitles use of these programs.

### **1.9.4 Affiliate Growth and Support**

KNCB actively pursues all leads for potential candidates for KAB affiliation. A majority of the candidates are housed in city or county government and have exhausted their resources for handling litter on an ongoing basis and will contact KNCB for information on how to develop a comprehensive litter prevention program. Others are grass-roots driven and are successful in getting local community support to achieve affiliation. Often leads are found by disgruntled citizens who want to see something done to eradicate the problem.

During the certification process, KNCB provides direct support to ensure that the candidates meet milestones in order to reach the completion of the requirement by the certification target date. KNCB reaches out to assist affiliate members that are in danger of being de-certified from failure to meet KAB requirements to remain in good standing. KNCB serves as a liaison between KAB and the local affiliates to provide information or guidance on program implementation or reporting requirements.

KNCB is a Council of the Carolina Recycling Associate and as part of their annual conference, a litter prevention workshop is held to provide training of which six hours is required to be in good standing by KAB. This is an invaluable benefit as some affiliates lack the funds to attend the national KAB conference.

### **1.9.5 KNCB Tarp Awareness Program**

The Tarp Awareness Program began in 2009, when NCDOT's Office of Beautification had an innovative idea to educate drivers of small pickup trucks and trailers of the danger associated with litter being blown from uncovered or unsecured vehicles.

KNCB entered into a partnership whereas local KAB affiliates received and distributed tarps to individuals using recycling drop-off centers or landfills. Included with the tarps was an educational brochure outlining the importance of properly covering or securing loads which included language addressing litter laws and associated penalties as defined by G.S. 14-399.

Funding for the tarps was provided through NCDOT's Litter Prevention Fund, which helps support statewide anti-litter efforts. The revenue source for this fund was generated by a portion of the sale of "Litter Prevention" specialty license plates. Upon depletion of those funds, KNCB received grants from UPS, the Wal-Mart Foundation, and Pespico to administer campaigns. The program is now grant and/or sponsorship dependent. NCDOT remains a valuable partner for the tarp program by providing use of their tarp contract to ensure lowest price per unit and offers shipping to designated affiliates in conjunction with scheduled deliveries to local NCDOT maintenance yards. This allows for the greatest number of tarps per campaign.

### **1.9.6 KNCB Community Clean-up Efforts**

KNCB affiliate members and their volunteers worked in partnership with local businesses, nonprofit and civic groups, government agencies, schools, colleges, and members of the faith communities and others to accomplish a variety of tasks during the 2016 GAC™, resulting in thousands of saved tax dollars in improved community environments. *Note: The following data reflects only figures addressing work from March 1-May 31, 2016 and does not include efforts performed by other groups or government agencies.*

**Table 1-6. KNCB Community Clean-up Efforts**

<b>Events/Volunteers/Communities:</b>	
Cleanup, beautification, waste reduction and recycling events	814
Number of volunteers	99,742
Number of volunteer hours	398,968
<b>Clean-Up:</b>	
Number bags collected at events	249,355
Pounds of litter, debris and bulky waste collected	4,987,100
Miles roads, hiking, biking and nature trails cleaned and beautified	1,548
Acres parks/public lands/open spaces cleaned and beautified	2,700
Number of playgrounds/community recreation areas built, cleaned, restored	57
Miles of rivers, lakes, shorelines cleaned	135
Number of underwater cleanups conducted	3
Number of wetlands cleaned and improved	7
Number of illegal dump sites cleaned	24
<b>Beautification and Greening:</b>	
Gardens, xeriscapes and green spaces created and improved	142
Edible community gardens planted or replanted	31
Number of trees, seedlings and shrubs planted	4,077
Number of flower bulbs planted	425,000
Number of homes, community/commercial buildings painted, renovated, built	10
Number of graffiti site removed/abated	16
Number of junk cars removed	52
<b>Waste Reduction and Recycling:</b>	
Pounds of clothing collected for reuse	724
Pounds of plastic bottles (PET) collected for recycling	413,890
Pounds of aluminum and steel collected for recycling	195,885
Pounds of glass collected for recycling	120,336
Pounds of paper and corrugated collected for recycling	1,528,435
Pounds of electronics collected	532,870
Pounds of household hazards waste collected	282,158
Pounds of batteries	9,055
Pounds of tires	181,750
<b>Education:</b>	
Number of education workshops, presentations and awareness events held	730
Number in attendance	180,220

## 2.0 Anti-Litter Education/Prevention

### 2.1 North Carolina Department of Environmental Quality

#### 2.1.1 Division of Environmental Assistance and Customer Service

The Division of Environmental Assistance and Customer Service (DEACS, formerly the Division of Environmental Assistance and Outreach) conducts three separate campaigns to reinforce recycling behavior and to encourage North Carolinians to properly manage their discarded materials at home, work, school, and on-the-go. These programs are described briefly below:

#### Recycle Guys

The Recycle Guys campaign is intended to reach elementary and middle school children with videos, activity books, stickers, pencils, trading cards and other promotional materials to encourage recycling behavior. Of the most commonly used Recycle Guys videos, one specifically addressing litter (developed through a partnership with NCDOT) is consistently among the highest accessed links on the [www.recycleguys.org](http://www.recycleguys.org) website.

#### RE3.org

The RE3.org campaign is aimed at a young adult audience, from high school through late 20s, also using videos but more focused on use of social media. The campaign makes use of commercials or short films submitted by students and amateur film producers and a number of these video pieces include anti-littering themes.

#### Recycle More NC

Recycle More NC is a campaign designed to engage the 30-55 demographic on recycling issues. The intent is to encourage broader participation in existing recycling programs but also to create a recycling ethic everywhere people go by fostering the development and promotion of “Away From Home” recycling.

The following provides a general description of the activities of DEACS outreach programs in 2016:

- Promotion around national events such as Earth Day and America Recycles Day including the 3<sup>rd</sup> annual Recycle Guys Poster Contest in partnership with Keep NC Beautiful. The contest continues to grow and received over 720 poster entries, with slogans and artwork from students encouraging their peers to litter less and recycle more.
- Continued usage of social media outlets such as Facebook, Twitter, and Flickr for the campaigns.

- Production of promotion materials, distributed directly to the public or through local government recycling programs. DEACS also distributes NCDOT anti-litter stickers and posters.
- Training of recycling and solid waste staff, teachers, and environmental educators on recycling and outreach methods.
- Encouragement of Away-From-Home recycling best practices that include proper trash and recycling bin selection and sighting to reduce contamination and litter issues.

### **Other Participation from DEACS on Littering Issues in 2016:**

- DEACS assisted in developing and presenting the content for the 2016 Marine Debris Symposium, a three-day conference focused on preventing and reducing litter and pollution in marine environments.
- DEACS promoted and presented at the 2016 North Carolina Solid Waste Enforcement Officers Association Conference to encourage proper materials management and expanding recycling programs to reduce illegal dumping.
- DEACS functions as NCDEQ's customer service center and handled numerous inquiries in 2016 on littering and illegal dumping issues.
- DEACS also oversees the state of North Carolina's recycling efforts, which includes technical assistance to local government recycling programs across the state. Through regular communication in email newsletters, workshops, conference sessions, and other settings, DEACS staff provided information to communities about littering issues, opportunities for anti-litter initiatives (such as the tarp program) and the management of illegal dumping.
- Finally, DEACS staff also participated on the NC KAB Board of Directors in 2016 and supported the work of the organization to improve litter prevention efforts statewide.

## **2.2 North Carolina Wildlife Resources Commission**

The Division of Engineering/Lands Management and Water Access Section combined efforts in litter cleanup. Approximately 419 man-hours were spent performing litter removal for the past year. With 40 boating access areas, 196 public fishing access areas and over 500,000 acres of game land areas; NCWRC has installed signage for these areas that deal with littering and how it impacts the environment. NCWRC has installed kiosks at game lands entrances with littering signs attached. NCWRC has no data from the Litter Sweeps that may have taken place in 2016.

## **2.3 NCDOT – Office of Beautification**

In 2016, NCDOT's Office of Beautification promoted litter prevention awareness through its website. Each year, Keep Gastonia Beautiful Inc., of Gastonia provides access to their Beautification and Environmental Education Programs. Their entire curriculum is posted on a

website which allows an easy download for classroom usage. The link is carried on NCDOT's Office of Beautification website.

Other items available through NCDOT's Office of Beautification website include previous Litter Reports, the litter law, Swat-A-Litterbug, and AAH and SAH Program information Litter Sweep and its forms including cleanup safety videos, printable activity pages - *Litter Activity Book* with litter prevention lessons and activities for students through third grade. There are also a variety of links to sites supporting litter prevention. Additionally, educational materials for schools, civic groups and others were provided by the Office of Beautification; these included litter prevention activity pages, "I don't litter - I recycle" stickers, no litter bumper stickers, Swat-A-Litterbug cards and stickers, temporary tattoos, car litter bags, litter law fliers, and "Secure Your Load" fliers.

NCDOT's Office of Beautification also distributed thousands of car litter bags and other litter prevention handouts, fliers and brochures through visitor and welcome centers, the State Fair, Earth Day events and upon request to numerous groups. The 2016 car litter bag's graphics were updated to promote the message that littering is illegal.

**Adopt-A-Highway Program:** The AAH program began its 28<sup>th</sup> year of operation in 2016. Each year the AAH groups are recognized for their consecutive years of service beginning with 10-years and at years 15, 20 and 25. In 2016, more than 200 AAH groups received awards for their years of volunteer service to the program.

**State Fair Booth:** In 2016, NCDOT Roadside Environmental Unit's State Fair booth offered teacher materials. This was its 13th year that a teacher materials window was available for teachers to request litter prevention items to assist within their classroom curriculum. Items offered included the litter prevention activity pages, stormwater activity pages, stormwater fact sheets, Swat-A-Litterbug cards, stickers, pencils and temporary tattoos, litter law fliers, car litter bags, and no litter bumper stickers. The car litter bags had "Stop the Littering" printed on one side along with the message "it could cost you...up to a \$2,000 fine, community service work and a point on one's driver license. There were enough materials provided to supply more than 8,000 students in grades K-12. During the past 13 years, more than 138,000 students have received these materials.

**Other Litter Prevention Initiatives, Meetings, and Presentations:** The Office of Beautification continued to promote the NCDOT trash bags. The bags are orange on the outside and reversible to blue on the inside for items to be recycled. The bag also has a draw string for safe and easy closure. The bags display the NCDOT logo and a Do Not Litter message. These bags are available at NCDOT maintenance yards for Litter Sweep volunteers and are available for division AAH coordinators to order as needed.

The Office of Beautification participated in various community and civic organization presentations that encouraged the audience to adopt a highway. In addition to these, the Office of Beautification participated in board meetings of KNCB. The FlashCam agreement with the Solid Waste Enforcement Officers Association continued in 2016. The FlashCam camera

worked successfully in keeping illegal dumping from occurring in the selected surveillance locations in various counties.

**Swat-A-Litterbug Program:** This program is administered by the Office of Beautification in conjunction with the State Highway Patrol and is intended to educate motorists that littering is illegal. Motorists observed littering can be reported through the mail, by calling the NCDOT Customer Service Office at 1-877-DOT-4YOU or using the Office of Beautification website within the Swat-A-Litterbug link. Reports include information regarding the offender's vehicle license plate number, time of observance, date, street, city, county and a description of the littering offense observed. There were more than 10,000 Swat-A-Litterbug report cards printed for distribution in 2016.

When reports are received, a letter, signed by the Colonel of the State Highway Patrol, is mailed to the registered owner of the vehicle reported. The recipient is informed of the littering offense observed, that littering is illegal and that it's a fineable offense upon conviction. There are no citations or warnings issued from these reports. The program is totally anonymous and no record is kept regarding who submits a report or receives a letter. The materials used in the mailings cost approximately \$5,000 in 2016. The number of Swat-A-Litterbug letters mailed in recent years is shown in the table below.

**Table 2-1. Swat-A-Litterbug Mailings**

<b>Year</b>	<b>Swat-A-Litterbug Letters Mailed</b>
2016	9,250
2015	8,416
2014	7,800
2013	10,503

**Litter License Plate:** The NC General Assembly approved the "Litter Prevention" specialty license plate in 2001. Ten dollars of each plate renewed is diverted to the "Litter Prevention Fund" on a quarterly basis. The money is used to help support statewide anti-litter efforts.

## **2.4 NCDOT – Litter Related Signage**

NCDOT has "Keep NC Clean & Green" litter prevention signs posted along state roadways and at various Rest Areas and Welcome Centers. In addition to the "Keep NC Clean & Green" signs, there are "Littering Is Illegal" signs posted across the state.

## **2.5 NCDPS – Litter Free NC**

The Department of Public Safety continued its litter prevention campaign in 2016 by providing Litter Free NC artwork to cities and towns, submitting opinion pieces for newspapers' editorial pages, airing a public service announcement (PSA) at western area movie theaters, and meeting with potential partners. When offered, several cities and towns requested the Litter Free NC artwork for their local anti-litter campaigns. The City of New Bern, for example, is using the artwork on the side of their utility trucks. An infographic on how long it takes bottles, plastic, cigarette butts, etc. to decompose was also provided.

A Litter Free NC highway sign was on display at the League of Municipalities' annual meeting in October. The sign is available to government agencies at a low cost through Correction Enterprises.

Opinion pieces on litter prevention were written exclusively for several newspapers that had published stories about litter problems in their area. Many of the targeted newspapers printed the op-ed piece.

Grocery store chain, Ingles Markets, sponsored the airing of a Litter Free NC PSA in western movie theaters for five weeks. The PSA features CBS newsman and North Carolina native Charlie Rose asking people not to litter. The PSAs were shown before every movie seven days a week in Asheville, Morganton and Boone theaters and one week at a Raleigh theater.

The Charlie Rose Litter Free NC PSA was sent to New Hanover County and Kannapolis for use on their public access television channels.

Staff met with members of the Corps of Engineers who agreed to use the Litter Free NC artwork in their publications. The artwork was modified to show a lake, and the wording changed to "A Clean Lake is a Safer Lake."

The Department of Public Safety emphasizes the *prevention* of litter that would save millions of tax dollars each year in clean-up costs while assuring that North Carolina roadways are safer to drive, neighborhoods see a reduction in crime and environmental problems are curbed.

Litter Free NC website: [www.ncdps.gov/litterfreenc](http://www.ncdps.gov/litterfreenc).



### 3.0 Litter Law Enforcement

#### 3.1 North Carolina Department of Public Safety

In 2016, the State Highway Patrol issued 740 citations for littering [G.S. 14-399 and local ordinances) and 735 citations for failing to properly secure a load (G.S. 20-116(g)), for a total of 1,475 citations. The State Highway Patrol also partnered with NCDOT by participating in the NCDOT spring and fall Litter Sweeps and focused on citing motorists that either littered or failed to properly secure and/or cover their loads. Troopers issued 137 citations during the spring and fall 2016 Litter Sweeps. State Highway Patrol citations for past years are shown in the tables below.

**Table 3-1. State Highway Patrol Recap of Litter Charges**

<b>Year</b>	<b>Number of Litter Charges</b>
2016	740
2015	790
2014	831
2013	586

**Table 3-2. State Highway Patrol Recap of Improper Loading/Covering of Vehicle**

<b>Year</b>	<b>Number of Charges</b>
2016	735
2015	710
2014	538
2013	670

#### 3.2 NCDEQ, Division of Parks and Recreation

NCDEQ, Division of Parks and Recreation sponsored educational programs and community events that serve as a proactive approach to litter prevention and law enforcement. In addition to these educational measures, state park rangers issued 26 littering citations in 2016.

#### 3.3 NCDEQ, Division of Marine Fisheries – Marine Patrol

NCDEQ, Division of Marine Fisheries, North Carolina Marine Patrol concentrates its litter enforcement on the coastal waters. In 2016, Marine Patrol officers issued 10 citations and three warnings for littering violations. Marine Patrol officers attributed 208.5 hours to this effort. In 2015, Marine Patrol officers issued six citations and three warnings for a total of nine littering cases, expending 192 hours (these numbers have been updated from last year's report).

**Table 3-3. Marine Patrol Citation Recap**

<b>Year</b>	<b>Littering Citations</b>	<b>Littering Warnings</b>	<b>Time Spent</b>
2016	10	3	208.5 hours
2015	6	3	192 hours
2014	12	2	1,052 hours
2013	8	2	90 hours
2012	7	3	107 Hours
2011	11	5	83 Hours
2010	7	1	115 Hours
2009	51	2	197 Hours
2008	18	4	140 Hours
2007	24	3	90 Hours

### **3.4 North Carolina Wildlife Resources Commission**

#### **3.4.1 2016 Littering Report for NC Wildlife Resources Commission**

North Carolina Wildlife Enforcement Officers are always on the lookout for littering violations and often set up special details to target littering violations in problem areas along waterways, boating access areas and game lands. In 2016, Wildlife Enforcement Officers issued the following number of littering citations:

**Littering under G.S. 14-399:** 32 citations issued for a total of \$6,850.00 dollars in fines and \$5,760.00 in court costs.

**Littering Waters of This State under G.S. 75A-10:** Four citations issued for a total of \$1,360.00 in fines and \$360.00 in court costs.

**Littering on Boating Access Areas under 15A NCAC 10E .0104:** Six citations issued for a total of \$600.00 in fines and \$1,080.00 in court costs.

**Littering on Game Lands under 15A NCAC 10D .0102(b):** 9 citations issued for a total of \$900.00 in fines and \$1,620.00 in court costs.

Engineering Services and Lands Management maintain approximately 100 public fishing access areas across the state and over 500,000 acres of game land areas. Maintenance and operation of these areas includes the policing and removal of litter.

### **3.5 North Carolina Administrative Office of the Courts**

The North Carolina Administrative Office of the Courts (NCAOC) provides a 2016 update of statewide littering charges by offense code and by law enforcement agency. There were 3,479 charges and 1,262 convictions in 2016. Charges and convictions are also shown by offense code and by each county.

As in previous years, the Conference of Chief District Court Judges continued to provide an alternative to first time offenders charged with littering of less than 15 pounds. On execution of written waiver of appearance and trial, and plea of guilty/responsible, an offender may have the court appearance waived. The fine for intentional littering is \$250 plus costs and \$50 plus costs for unintentional littering. This was adopted by the Conference of Chief District Court Judges on October 5, 2016, pursuant to NC G.S. 7A-148, and applies to any new offenses on or after December 1, 2016.

Calendar year 2016 data on charges and convictions, including the number of charges disposed and the manner of disposition are tracked for the eleven offenses listed in Table 3-4. Table 3-5 shows the following data provided from the NCAOC's Automated Criminal/Infraction System for 2016. The number of charges, convictions, and dispositions represents totals from district and superior court. Some of the defendants have other charges in addition to a littering offense. It is possible for a defendant to be charged in one calendar year and convicted in the next. Thus, for any given calendar year, the defendants convicted are not necessarily the same defendants charged in that year.

**Table 3-4. List of Offenses**

<b>Offense Code</b>	<b>Description</b>	<b>Reference</b>
4425	Improper Loading/Covering of Vehicle	§ 20-116(g)
5370	Commercial Littering	§ 14-399(e)
5371	Littering Hazardous Waste	§ 14-399(e)
5372	Littering not more than 15 pounds	§ 14-399(c)
5373	Littering more than 15 but less than 500 pounds	§ 14-399(d)
5374	Littering more than 500 pounds	§ 14-399(e)
5375	Unintentional Littering not more than 15 Pounds	§ 14-399(c1)
5376	Unintentional Littering more than 15 but less than 500 Pounds	§ 14-399(d1)
5377	Unintentional Littering more than 500 Pounds	§ 14-399(e1)
6248	Litter Gameland/Access Area	§ 113-264(a)
8514	Littering Beer/Wine Container	local ordinance

**Table 3-5. Statewide Littering Charges and Convictions**

Offense Code	Charges	Convictions	CHARGES BY CHARGING AGENCY								Charges Disposed	METHOD OF DISPOSITION				
			ABC	ALE	DMV	Police	Sheriff	SHP	WRC	Other		Guilty Plea	Trial: Guilty	Trial: Not Guilty	Dismiss	Other
4425	1049	364	0	0	0	198	15	833	0	3	1015	37	3	1	625	349
5370	11	0	0	0	0	6	2	0	0	3	17	4	0	0	12	1
5371	15	2	0	0	0	8	7	0	0	0	24	4	1	0	13	6
5372	1898	673	23	20	0	754	196	521	298	86	2033	375	11	6	1287	354
5373	134	40	0	0	0	46	44	9	12	23	128	40	1	2	73	12
5374	13	1	0	0	0	2	5	0	1	5	21	9	0	0	9	3
5375	178	110	4	1	0	64	13	81	7	8	194	14	1	0	110	69
5376	3	1	0	0	0	1	1	1	0	0	2	0	0	0	2	0
5377	2	1	0	0	0	0	0	1	0	1	2	1	0	0	1	0
6248	70	50	0	0	0	0	0	1	68	1	73	14	1	1	22	35
8514	106	20	0	1	0	86	4	14	0	1	115	21	0	1	93	0
<b>TOTAL</b>	<b>3479</b>	<b>1262</b>	<b>27</b>	<b>22</b>	<b>0</b>	<b>1165</b>	<b>287</b>	<b>1461</b>	<b>386</b>	<b>131</b>	<b>3624</b>	<b>519</b>	<b>18</b>	<b>11</b>	<b>2247</b>	<b>829</b>

## Appendix A: Contacts

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