

Keep Blount Beautiful, Inc.
356 Sanderson Street, Suite A4
Alcoa, TN 37701

EDUCATIONAL PROGRAM

BLOUNT COUNTY LITTER GRANT FY 2018-2019

GOAL: Through a comprehensive educational program targeting specific segments of the population, citizens of Blount County can properly manage their roadside litter in order to sustain a clean, safe and beautiful community.

OBJECTIVE 1: Increase the amount of information offered by the media in Blount County concerning roadside litter.

STRATEGY

- A. Provide public service announcements (PSAs) to local broadcast media to encourage reduction in littering and illegal dumping
- B. Prepare news releases on litter and illegal dumping
- C. Invite media to participate in roadside litter cleanups

OBJECTIVE 2: Provide opportunities for the general public to participate in the reduction of litter in Blount County.

STRATEGY

- A. Maintain and promote the use of a litter/illegal dump telephone hotline; provide follow-up for all calls
- B. Advertise the 1-877-8LITTER phone line in Blount County
- C. Maintain and expand website information including litter education programs and volunteer opportunities for roadside cleanups
- D. Distribute waste disposal brochures to the public
- E. Promote and sponsor neighborhood roadside cleanups all year long
- F. Reduce illegal dumping on roadsides by providing public information on appliance/electronic recycling, waste tires and waste oil management
- G. Organize at least two large, community-wide litter cleanups per year

OBJECTIVE 3: Introduce school-age children to roadside litter reduction and prevention.

STRATEGY

- A. Include litter education curriculum
- B. Make litter reduction and waste management presentations in classrooms
- C. Use website as an informative and education tool for teachers and students who want to learn about litter issues

OBJECTIVE 4: Support local government efforts at litter reduction through providing continuing education to public officials and employees

STRATEGY

- A. Coordinate Litter Grant Task Force; provide training for enforcement officers
- B. Continue program to cleanup roadside illegal dumps in Blount County
- C. Continue support of Adopt-A-Mile in Maryville, Alcoa and Blount County
- D. Work with Blount County Planning Commission to address local litter laws.
- E. Work with local government to create an environmental court.
- F. Continue conversations with local government to add residential convenience centers in outlying areas.

OBJECTIVE 5: Encourage the business community to reduce roadside litter in the community

STRATEGY

- A. Award recognition to businesses which maintain litter free and attractive properties along roadsides (BRAVO Awards)
- B. Partner with Chamber of Commerce to use Environmental Committee of businesses and industries to share litter reduction strategies
- C. Continue efforts to encourage waste haulers to cover loads going to the landfill to prevent roadside litter