



## LITTER DID YOU KNOW?



**\$47 MILLION**  
is the average cost of  
litter clean-up in Texas.\*



**9 IN 10 PEOPLE**  
believe litter endangers wildlife.†

**TWO-THIRDS** of Texas residents  
know the cost of litter removal  
**INCREASES THEIR TAXES.†**



**827 MILLION**  
pieces of litter end up on  
Texas roadways **EACH YEAR.\***

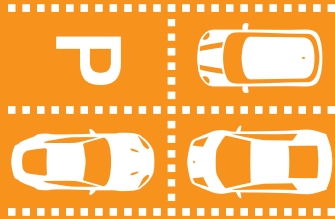
Reverse Litter is encouraging North Texas residents to make a difference in their community and daily lives. There are many ways you can get involved. One of the ways to do this is to take the Ten on Tuesday pledge, which asks citizens to pick up 10 pieces of litter every Tuesday. Reverse Litter is a regional anti-litter awareness and educational campaign made possible by local municipalities: cities of Dallas, Denton, Fort Worth, and the Tarrant Regional Water District.

**HOW TO HELP?** Go to [reverselitter.com](http://reverselitter.com) and join the movement.



Sources: \*TxDOT 2013 Texas Litter Survey, †Waste Management Messaging Research Study 2016  
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**TEN ON TUES**  
**MAKE THE PLEDGE**



## LITTER-FREE LOT PROGRAM

The Litter-Free Lot Program was created as a way for businesses to show their commitment to the community, and reduce litter in their parking lots. The goal of the Litter-Free Lot Program is to bring awareness about the importance of taking care of our environment.

## REVERSE LITTER CAMPAIGN

The Reverse Litter campaign, a partnership between the Tarrant Regional Water District and the cities of Dallas, Denton and Fort Worth, was created to raise awareness about the negative effects litter has on our local waterways and educate the citizens of the Dallas/Fort Worth (DFW) Metroplex on ways they can help reduce this problem. For more information, visit [reverselitter.com](http://reverselitter.com).

**TEN ON TUES**  
**MAKE THE PLEDGE**

### WHAT IT TAKES TO JOIN LITTER-FREE LOTS:

- First, reach out to [reverselitter@trwd.com](mailto:reverselitter@trwd.com) and ask about how join the Litter-Free Lots program.
- A campaign representative will come to your organization and briefly talk about Reverse Litter to your team.
- A manager at each business location will need to make the Ten on Tuesday pledge.
- Then, a manager shares educational information about the program with team members.
- A team member will be designated to go through the parking lot each day to grab any litter they see.
- Place a Litter-Free Lot window decal on your organization's entryway to spread the word.

### LITTER DID YOU KNOW:

- About 80% of litter found in our local waterways originates from land. Litter knows no boundaries.
- About 25% of DFW residents note that they see litter in their neighborhoods and store parking lots.\*
- 75% of North Texans believe everyone is responsible for cleaning up litter in their community and neighborhoods.\*
- Since 2012, more than 26,000 people have made a commitment to pick up 10 pieces of trash every Tuesday.



\*Waste Management Messaging Research Study 2016



## REVERSE LITTER LITTER-FREE LOT PRESENTATION

### I. INTRODUCTION OF TEAM MEMBER

Hi I'm (name) and I work with the Reverse Litter campaign. I'm here to talk to you about the good things that (your organization) can do to keep trash out of waterways. After I'm through, I'll have some questions for you and those who answer correctly will get some Reverse Litter swag.

### II. ABOUT WHY LITTER MATTERS IN NORTH TEXAS

- a. The Trinity River is our primary source of water in this region.
- b. About 80% of litter found in our waterways originates on land. Litter knows no boundaries.
- c. Research shows us that people tend to report seeing litter in parking lots.

### III. WHAT IS THE REVERSE LITTER PROGRAM?

- a. The goal of the Reverse Litter program is to keep trash out of our waterways.
- b. You may have heard about our Ten on Tuesday pledge. Earlier this spring we ran television and radio commercials, billboards, and so on. Those who make the pledge pick up ten pieces of trash every Tuesday.

### IV. LITTER-FREE LOT PROGRAM

In addition to our outreach to the public, we've asked businesses to make a commitment to the campaign and help keep our waterways and communities litter-free. Goodwill was the first company to sign on to our litter-free lots program and we're so excited that your organization is joining the movement. Here are the steps to take in order to be part of the program:

- a. A manager at each location has taken the Ten on Tuesday pledge
- b. One person will go through the parking lot once a day and pick up litter
- c. Sharing education and information with team members
- d. Putting this window cling on the door

### V. ATTACH WINDOW CLING

- a. In a moment, we will all go up front and put the window cling on, but first, I want to ask you a few questions about what we've talked about. Answer a question correctly and you get a free pen:
- b. What is the goal of the Reverse Litter program? To keep trash out of waterways
- c. What is the Ten on Tuesday pledge? A pledge to pick up ten pieces of trash every Tuesday.
- d. Which company was the first to sign up for the litter-free lots program? Goodwill
- e. Name one thing your company is doing to reverse litter.

### VI. AFFIX WINDOW CLING. THANK EVERYONE. HAND OUT PENS. TAKE PICTURE.





# LITTER-FREE LOT PROGRAM OVERVIEW

 **reverse**[litter.com](https://reverselitter.com)





# OUR CHALLENGE



About 80% of trash in our water  
supply originated on land  
Litter has no boundaries





# WHAT NORTH TEXANS THINK ABOUT LITTER

About 75% of North Texans believe everyone is responsible for cleaning up litter.

Those making under \$35,000 annually are more likely than affluent residents to state it is everyone's responsibility.\*

\* Tarrant Regional Water District 2016 Research







## WHERE RESIDENTS SEE LITTER



About 25% of DFW residents  
note litter in their neighborhoods  
and store parking lots.



# REVERSE LITTER PROGRAM

- Paid media
- Public relations
- Community outreach
- Social media





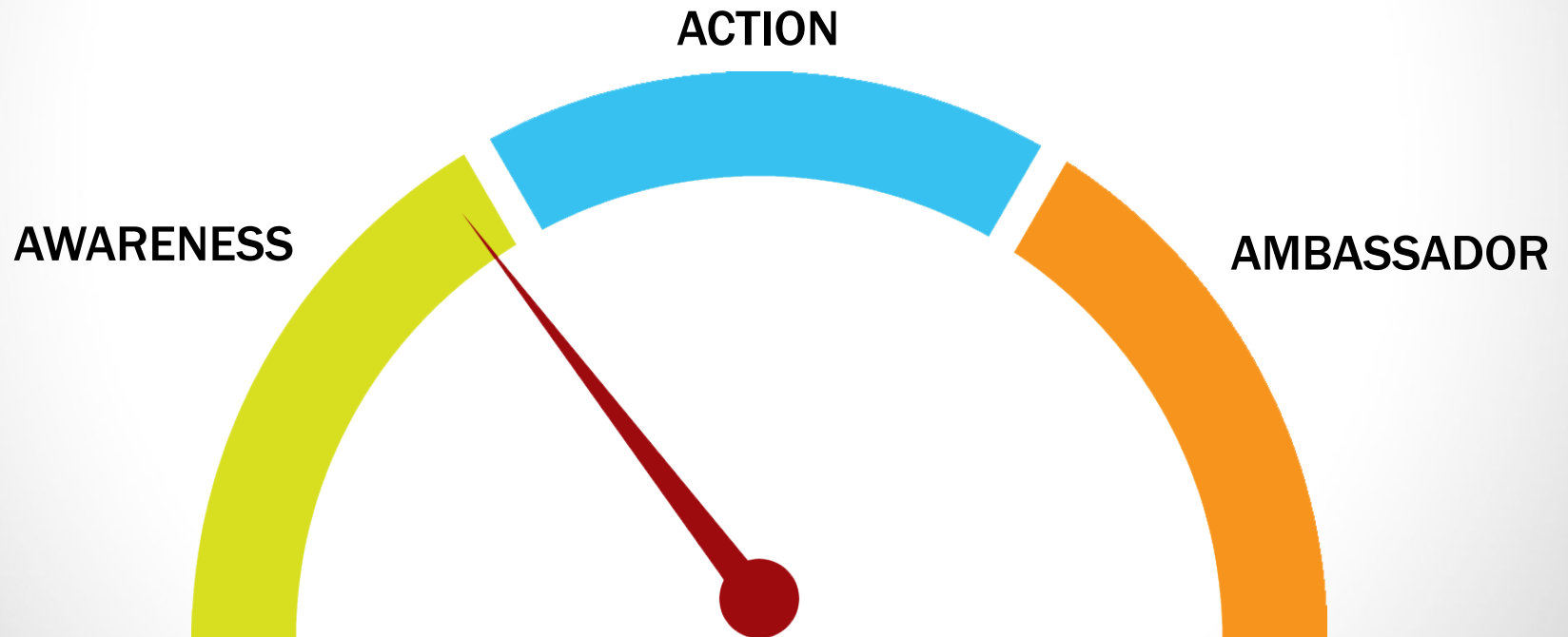
## TEN ON TUESDAY PLEDGE



**MORE THAN 26,000 *AND COUNTING*  
PLEDGES HAVE BEEN MADE SINCE  
2012.**



# COMMUNITY OUTREACH





# COMMUNITY OUTREACH



Litter-Free Lanes



Litter-Free Lots



Litter-Free Landmarks



# LITTER-FREE LOTS – OVERVIEW

- Program for businesses to show their commitment to the community, and reduce litter in their parking lots
- Program based on five tenets
  1. Manager at each location takes pledge
  2. Allow Reverse Litter team to provide education to staff in a manner convenient to the business (ie. Staff meeting, email, etc.)
  3. Place 4"x4" window cling on store front door
  4. Pick up trash in parking lot once a day
  5. Share Reverse Litter e-newsletter with staff when possible – email newsletter, post it in break room



## LITTER-FREE LOTS WINDOW DECAL

We made the  
pledge to  
reverse litter.

**YOU CAN TOO!**

 **reverse**litter.com





## LITTER-FREE LOTS – BENEFITS

- No fees for participation
- Cleaner parking lot
- Avoid code violations
- Instill stewardship in team members and community
- Public recognition newsletters, social media platforms, etc.

THANK YOU!

 **reverselitter.com**

**OCG+**  
OPEN CHANNELS GROUP



# TEN ON TUESDAY

Brought to you by: Reverse Litter





# WHERE DOES OUR WATER COME FROM?





1. What is litter?
2. Where have you seen litter?
3. Who or what makes litter?

LET'S SEE WHAT FREDDY THE FISH HAS TO SAY...





## FLAG ACTIVITY



◀◀ #LitterDidYouKnow

There is no limit to the amount of times aluminum cans can be recycled.



## DISCUSSION

- What are we going to do every Tuesday?
- What are the consequences of littering?
- Why do you think people litter?
- Have you ever picked up someone's trash and placed it in the trash can?



# THANK YOU!

 reverselitter.com





**PROTECT OUR WATER**  
**FIND OUT HOW @**  
**<<reverselitter.com**



**RECYCLE**

**LITTER**

**HERE**

**TEN**  **TRUE**

**MAKE THE PLEDGE**

 **reverselitter.com**







Green

R:215 G:223 B:35  
C:20 M:0 Y:100 K:0

Blue

R:58 G:190 B:239  
C:63 M:3 Y:0 K:0

Orange

R:247 G:147 B:29  
C:0 M:50 Y:100 K:0