



7th GREEN SUMMIT

Prince George's County

DEPARTMENT OF THE ENVIRONMENT

2021

annual

LITTER REDUCTION



BEAUTIFICATION INITIATIVE

For decades, Prince George's County has struggled with litter and illegal dumping. Prince George's County Executive Angela Alsobrooks created a Beautification Initiative that closely aligns with the County Executive's "Prince George's Proud" message. The Initiative promotes pride throughout the County and encourages residents, businesses and visitors to reduce litter and adopt behaviors that will result in less waste.

The Initiative will tackle problems using green technology, creating new services for residents, policy changes, stronger enforcement, and improved coordination with the State of Maryland.

In support of the Initiative, the Prince George's County Department of the Environment (DoE), in partnership with LMD, developed and executed a multi-year, multi-channel anti-littering campaign to raise awareness about trash and illegal dumping, and to encourage all Prince Georgians to help keep the County green and clean.





In April 2021, the County Executive formed a “Prince George’s Proud Litter Reduction and Illegal Dumping Task Force” to increase coordination between County agencies and enhance the public’s awareness of the County’s efforts.

The task force includes representatives from:

- Department of Permitting, Inspections and Enforcement
- Department of the Environment
- Office of Community Relations
- Department of Public Works and Transportation
- Police Department
- Revenue Authority
- CountyStat division of the Office of the County Executive

The task force is chaired by Litter Reduction Program Manager and “Litter Czar”, Tiaa Rutherford, DoE.





PART OF IT. PROUD OF IT. KEEP OUR COUNTY CLEAN AND BEAUTIFUL

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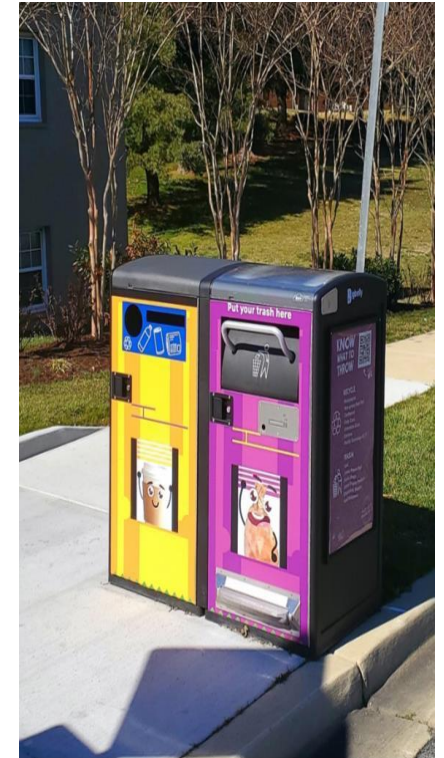
A logo was developed to brand the campaign and tie campaign elements together across multiple channels and partners.





Also, with resident input and research results, LMD created an eye-catching advertising concept for the campaign that personifies discarded litter and illegally dumped bulky trash. You'll see the campaign messages in locations throughout the County on billboards, at bus shelters, and more. These clever, relatable characters deliver messages that are both positive and punitive to reach the County's diverse resident population.

We will also offer fun, educational ways for Prince Georgians of all ages to engage with the campaign.

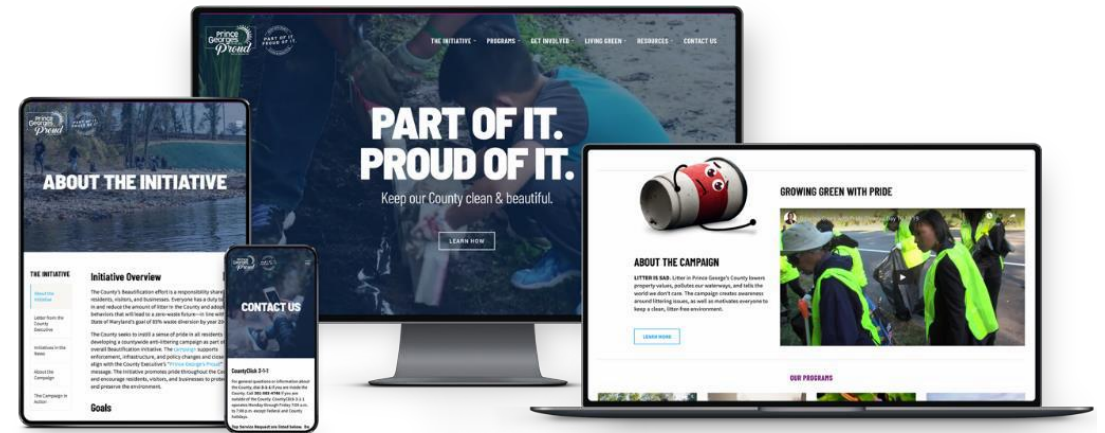




PGC PROUD WEBSITE

Prince George's County has many agencies and departments that play a role in beautifying the County; however, the County's comprehensive website can be challenging to navigate when looking for specific information about trash and litter.

LMD built a dedicated website for the Beautification Initiative to make it easy for residents, businesses, and strategic partners to access current information about campaign events, promotions, and messages. The website also offers information about the types of actions residents can adopt to help the County reduce funding spent on litter and highlights the anti-littering campaign in action, which shows the broad reach of the campaign throughout the County.



VISIT [PGC PROUD.COM](https://www.pgcproud.com)





BEAUTIFICATION INITIATIVE VIDEOS



Put Trash In its Place
youtu.be/uguUNx-UfGU



Trash is Annoying
youtu.be/FJhXRed-QYQ



BEAUTIFICATION INITIATIVE VIDEOS



Plastic Bags Blow
youtu.be/BpgZCBEfczs

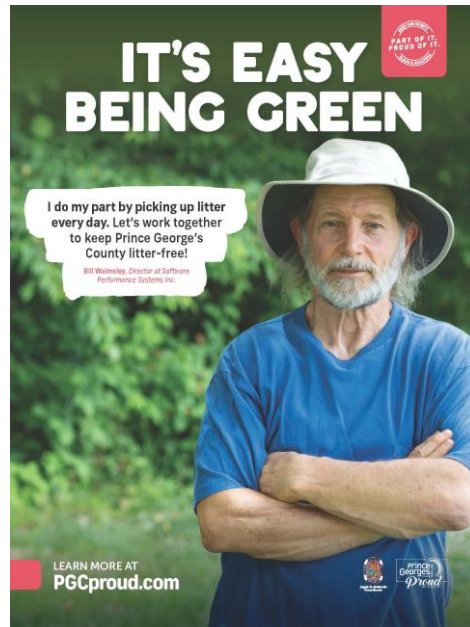
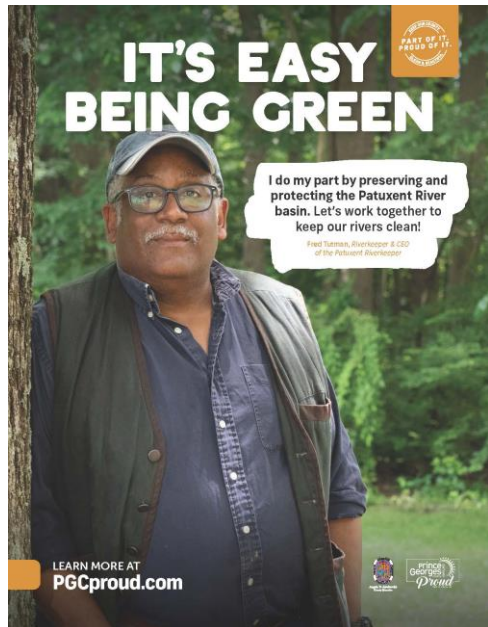


Litter is Sad
youtu.be/pwcG1LA_uCM



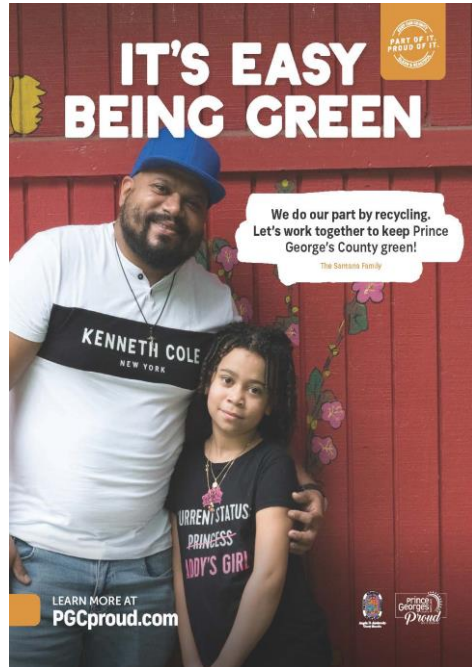
ARE YOU A HOMETOWN HERO?

The Beautification Initiative highlights Prince Georgians who work in the community to keep the County clean and beautiful in the *Hometown Heroes Campaign*.





IT'S EASY BEING GREEN BE A HOMETOWN HERO



If you are a Prince Georgian committed to protecting, preserving, and improving the environment, share our "Part of it, Proud of it" toolkit materials to encourage others to do the same.

Download at <https://pgcproud.com/part-of-it-proud-of-it-toolkit>





Waste Less, Recycle More

On average, Americans use 650 pounds of paper a year. Do your part to reduce waste.



The campaign features materials in both English and Spanish language.



Plastic Bags Blow

Did you know many grocery stores have bins outside the entrance for you to recycle plastic bags?

Do your part and recycle plastic bags to help reduce our carbon footprint for future generations.





Don't Forget your Reusable Bags

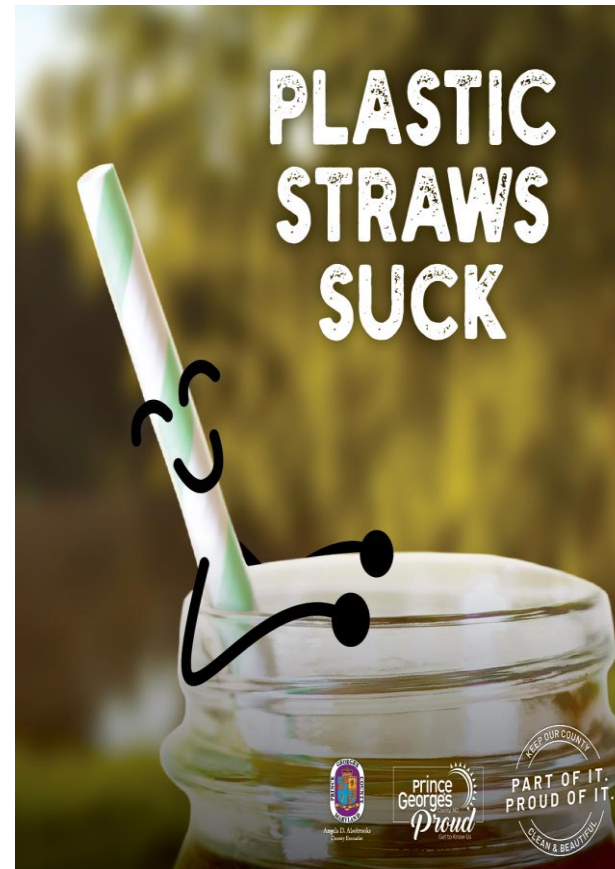
Using reusable bags cuts down plastic pollution.





Plastic Straws Suck

Plastic straws suck. They are one of the top 10 contributors to ocean pollution! Make the switch to paper or reusable straws.





Litter is Sad

Common pieces of litter are sad because they are thrown out instead of being properly disposed of.

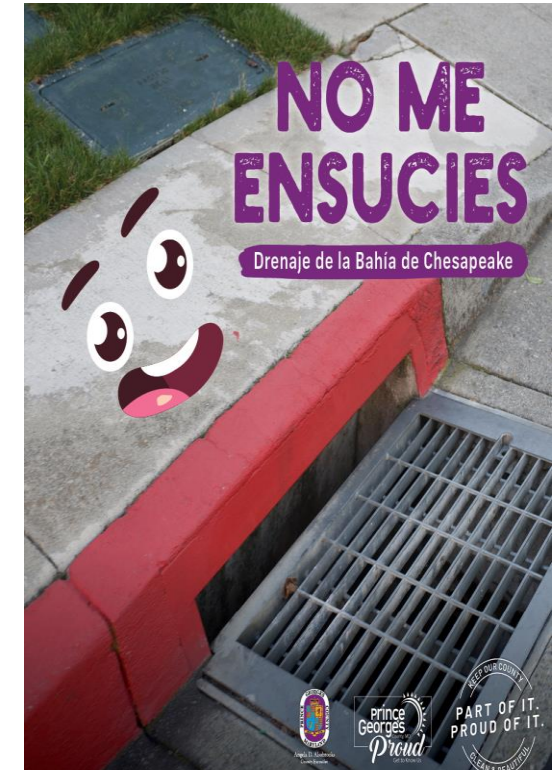
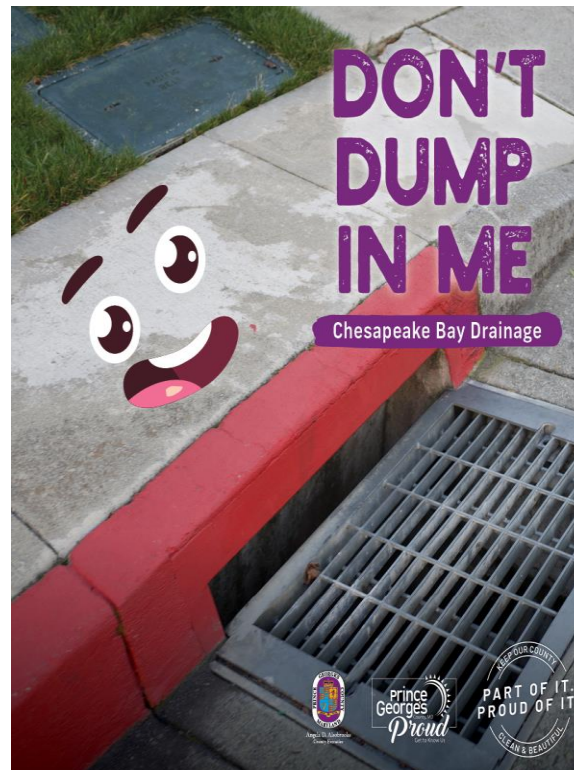




Don't Dump - Chesapeake Bay Drainage

Have you heard of our Storm Drain Stenciling Program?

You can help prevent water pollution by stenciling/inlet marking the storm drains in your neighborhood with the "Don't Dump - Chesapeake Bay Drainage."





Illegal Dumping

Illegal dumping in Prince George's County can cost you a fine of up to \$30,000 and 5 years in prison.

Call PGC311 for your bulky trash pickup.

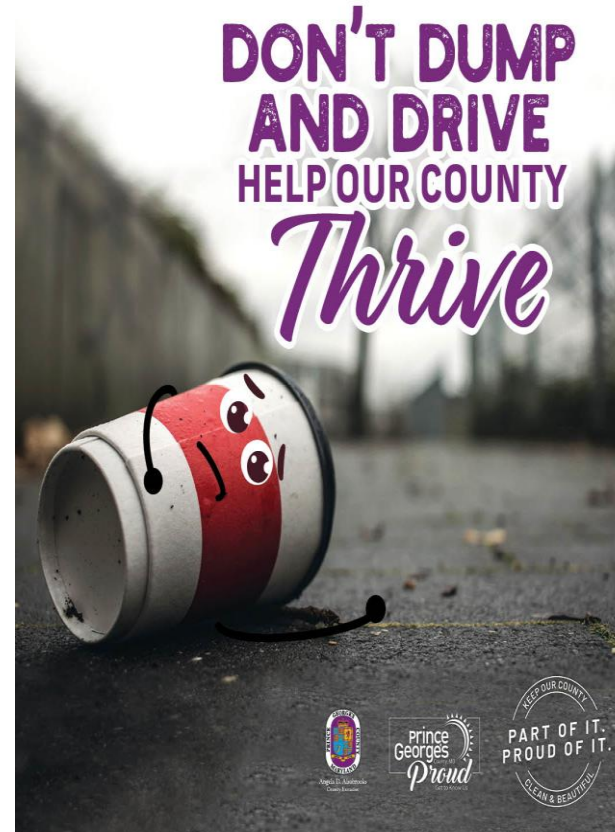




Help Our County Thrive

Be part of the solution, not the problem.

Dispose of your litter properly so it doesn't damage our ecosystem and community.

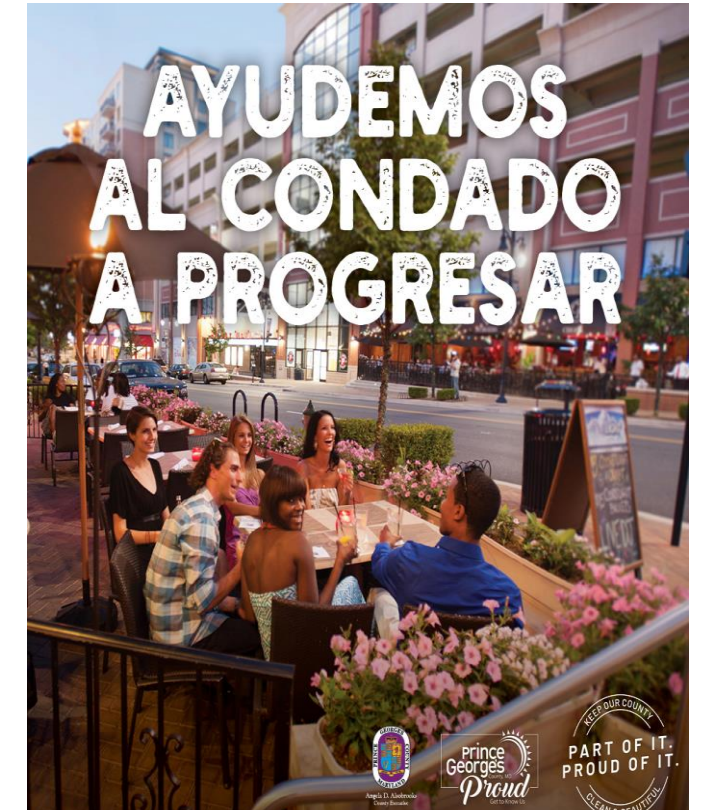




Litter Free is Good for Business

Cleaner counties attract new development that fosters economic growth.

That's why keeping our County litter-free is just good business.





FOR MORE INFORMATION
ON HOW YOU CAN BE
PART OF IT. PROUD OF IT.
VISIT

[PGCProud.com](https://www.pgcproud.com)

