



KEEP
TENNESSEE
Beautiful
KEEP AMERICA BEAUTIFUL AFFILIATE

**NOBODY TRASHES
TENNESSEE**SM

TENNESSEE DEPARTMENT OF TRANSPORTATION



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The Power of Collaboration in Tackling Litter

Brittany Morris, TDOT Outreach Coordinator & Missy Marshall, Keep Tennessee Beautiful Executive Director

Funding Source

- **TCA § 67-4-402 & TCA § 57-5-201: special production tax on soft drinks & malt beverages to TDOT to fund litter abatement-related activities**
- **Gov. Lamar Alexander signed 1981, grants administered in 1983.**
- **Renewed by General Assembly every 6 years**
- **Renewed last in 2021**
- **Separate sections for Litter Hotline, Annual Report**
- **2023 marks 40 years of Litter Grants/Keep Tennessee Beautiful**



TDOT Litter Programs

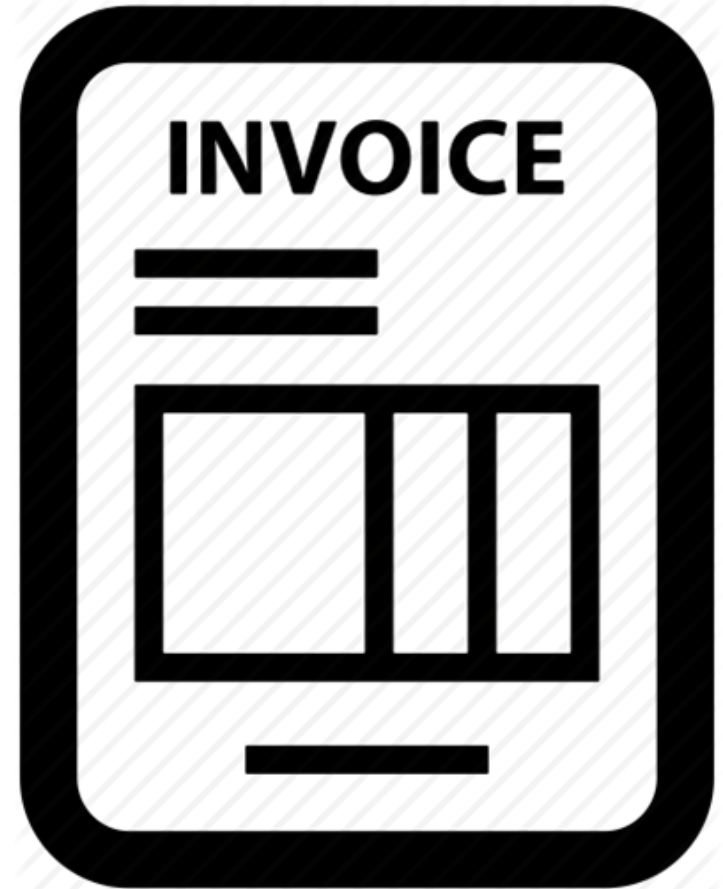
FY 2023-2024	REGULAR DISTRIBUTION	EQUAL AMOUNT	TOTAL
COUNTY			
Anderson	\$ 34,900	\$ 17,200	\$ 52,100
Bedford	\$ 34,700	\$ 17,200	\$ 51,900
Benton	\$ 27,000	\$ 17,200	\$ 44,200
Bledsoe	\$ 27,000	\$ 17,200	\$ 44,200
Blount	\$ 56,800	\$ 17,200	\$ 74,000
Bradley	\$ 48,200	\$ 17,200	\$ 65,400
Campbell	\$ 30,500	\$ 17,200	\$ 47,700
Cannon	\$ 27,000	\$ 17,200	\$ 44,200
Carroll	\$ 31,600	\$ 17,200	\$ 48,800
Carter	\$ 32,500	\$ 17,200	\$ 49,700
Cheatham	\$ 27,000	\$ 17,200	\$ 44,200
Chester	\$ 27,000	\$ 17,200	\$ 44,200
Claiborne	\$ 31,300	\$ 17,200	\$ 48,500
Clay	\$ 27,000	\$ 17,200	\$ 44,200
Cocke	\$ 31,600	\$ 17,200	\$ 48,800
Coffee	\$ 35,400	\$ 17,200	\$ 52,600
Crockett	\$ 27,000	\$ 17,200	\$ 44,200
Cumberland	\$ 45,800	\$ 17,200	\$ 63,000
Davidson	\$ 171,400	\$ 17,200	\$ 188,600
Decatur	\$ 27,000	\$ 17,200	\$ 44,200
Dekalb	\$ 27,000	\$ 17,200	\$ 44,200
Dickson	\$ 37,200	\$ 17,200	\$ 54,400
Dyer	\$ 30,100	\$ 17,200	\$ 47,300
Sevier	\$ 52,400	\$ 17,200	\$ 69,600
Shelby	\$ 233,900	\$ 17,200	\$ 251,100

- All 95 counties, equal amount + road miles & population.
- 20 - 35% Litter Prevention Education

Cocke	II	0.25	\$ 48,800	\$ 36,600	\$ 12,200
Coffee	III	0.3	\$ 52,600	\$ 36,820	\$ 15,780
Crockett	I	0.2	\$ 44,200	\$ 35,360	\$ 8,840
Cumberland	III	0.3	\$ 63,000	\$ 44,100	\$ 18,900
Davidson	IV	0.35	\$ 188,600	\$ 122,590	\$ 66,010

Litter Grants

- **Counties invoice us each month.**
 - **Cleanup of illegal dumpsites has increased for the past 4 years.**
 - **For FY21, the cost to cleanup a mile of roadside was \$11.95.**
 - **Report to Governor & State Legislators every year.**

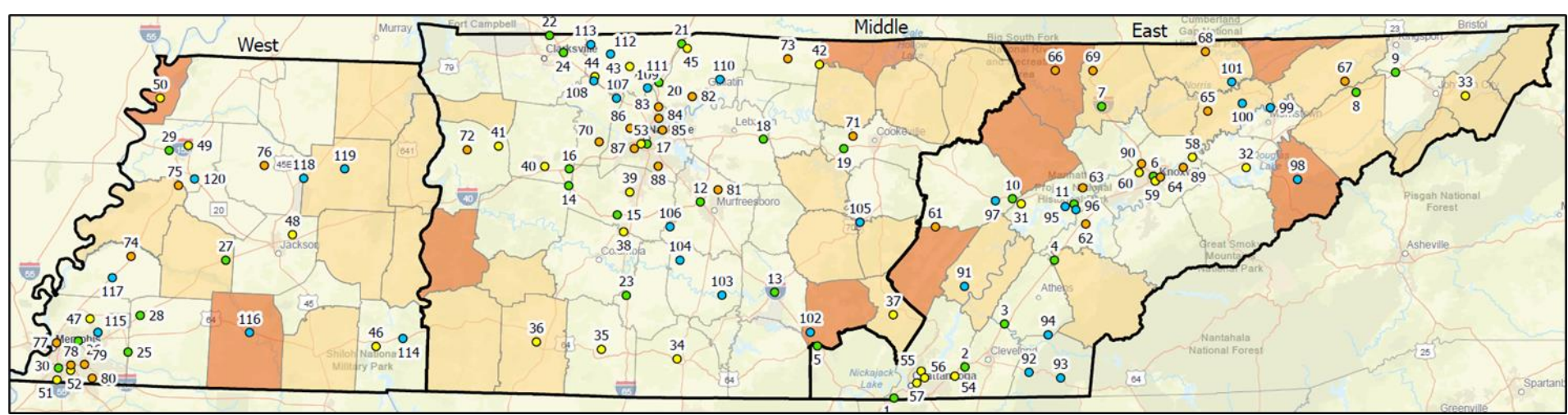


Litter Research

- **October – December 2022**
- **3rd Party Firm**
- **Consultant procured through Keep Tennessee Beautiful**
- **2016: \$15 million; 2023: \$23 million**
- **Characterize litter**
- **Understand factors & sources behind how an item becomes litter**
- **Based on findings at 120 sites across ~60 material categories**



Site Selection



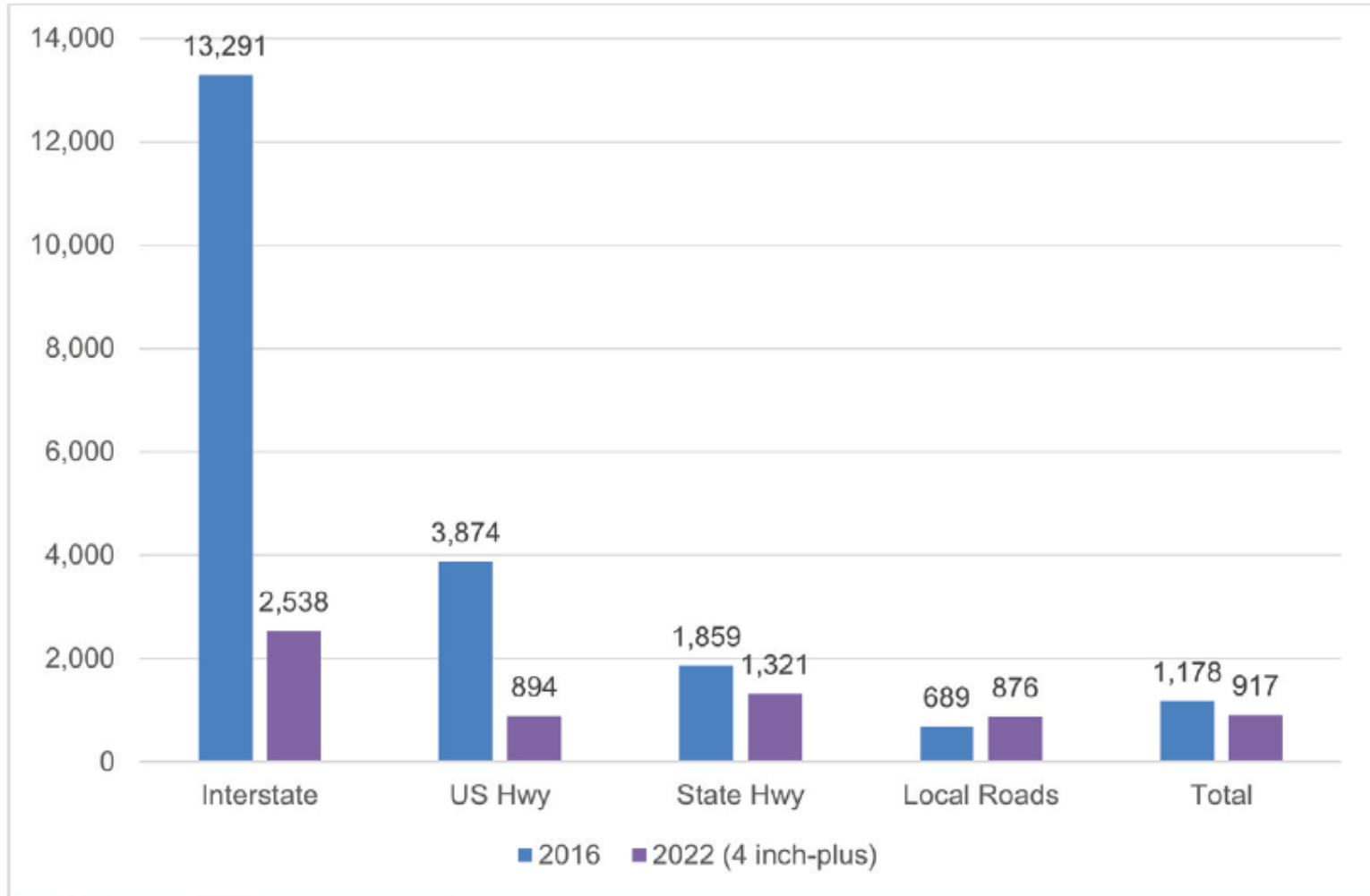
Results

88 MILLION

pieces of litter on TN roadsides at any given time.

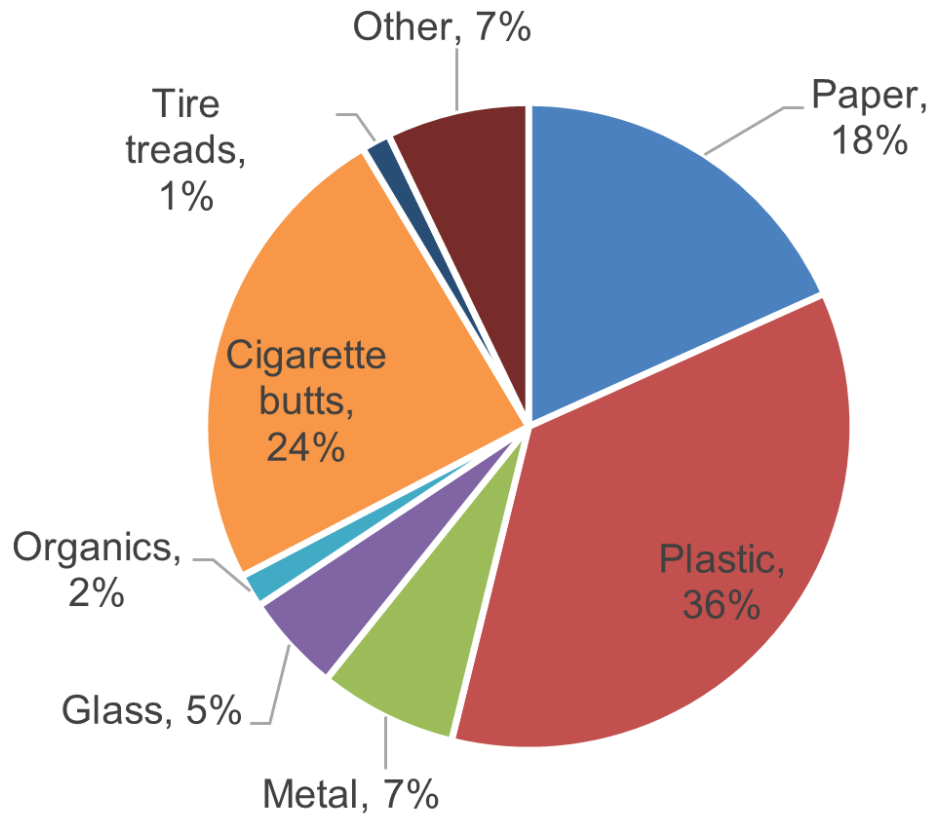
- **2016 Visible Litter Study found 100 million pieces of litter on TN roadsides at any given time.**

Results

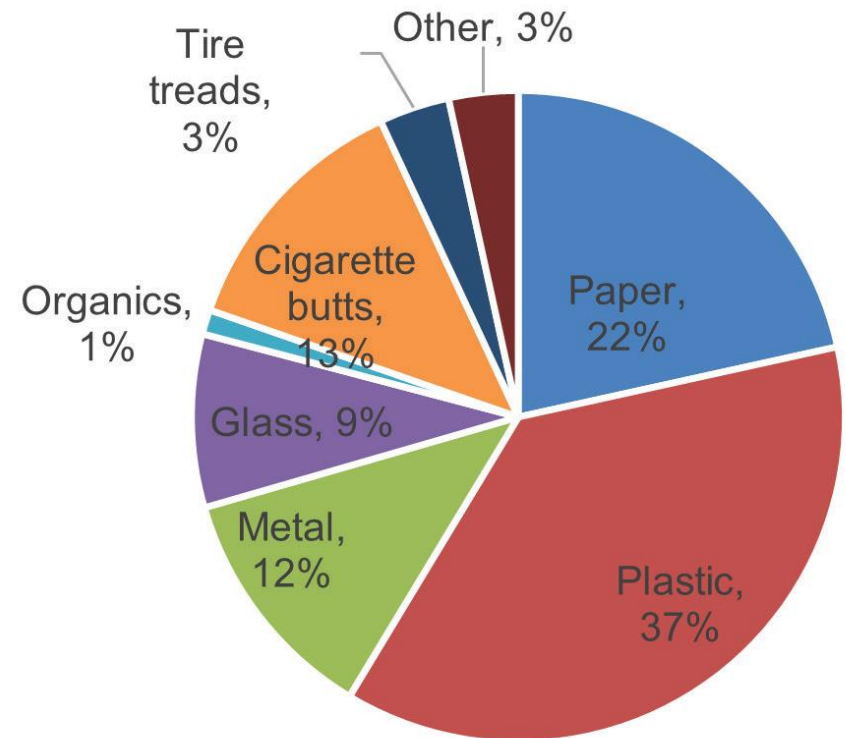


Composition vs. KAB

2020 KAB Study



2022 Study



Nobody Trashes Tennessee

- Launched in 2017, based on 2016 Visible Litter Study research.
- Official Statewide Litter Prevention Campaign.



NO TRASH
NOVEMBER
NOBODY TRASHES TENNESSEE
2022 RESULTS



NOBODY TRASHES TENNESSEE
TENNESSEE DEPARTMENT OF TRANSPORTATION



TDOT

Department of
Transportation



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**The Power of Working
Together**



Our Mission

Educating and inspiring Tennesseans to take action every day to improve and beautify their community environment.

Keep Tennessee Beautiful is not just our name. It is our mandate.

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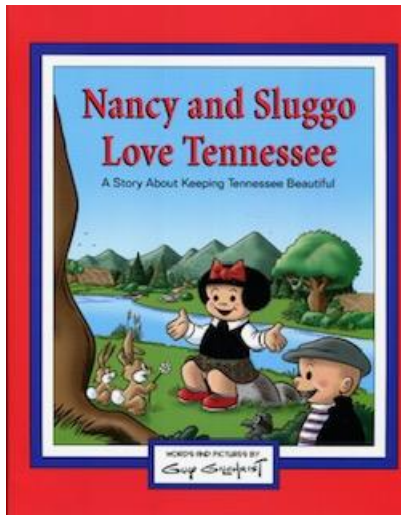
Our



EDUCATION, Engagement, and Enforcement

NOBODY TRASHES TENNESSEESM

TENNESSEE DEPARTMENT OF TRANSPORTATION



Education, ENGAGEMENT, and rcement



Education, Engagement, and ENFORCEMENT



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An Organization that Gets Results

- 5,503,639 lbs. of litter collected
- 119,683 volunteers
- 1,279,922 volunteer hours
- 1,046,267 lbs. of materials recycled
- \$410,554 Total value of all volunteers:
- 139,446 trees and flowers planted

**Numbers reported from cleanups throughout 2021*

Value of a Community Service Hour in



For each **\$1** invested by local government an average of **\$30.59** is returned in community benefits.* Determined by dividing **Total Benefits** (volunteer time, in-kind contributions, cash donations, revenues, optional items) by **Costs**.

****TN KAB Affiliates***

Affiliate Organizations

31 Keep America Beautiful certified affiliates across the state

8 state level affiliates in new state affiliate program.



Keep TN Beautiful Programs



Keep TN Beautiful
Litter Law Enforcement
Grant

Keep TN Beautiful/TDOT



Awards given out at the Keep TN Beautiful Biennial Conference in partnership with the Tennessee Department of Transportation.

\$47,000 in awards given out in 2021 to affiliates and exceptional volunteers across the state.

\$64,000 slated in awards for the 2023 conference.

Keep TN Beautiful Litter Law Enforcement Grant

Apply Today



- Up to \$50,000 awarded annually to municipal police departments in TN.
- Focused on educating and engaging police departments to prioritize litter as a public issue.

New KTnB State Affiliate Program

Annual Requirements

- Submit \$150 Annual Dues or document equivalent volunteer time of 8 hours
- Participate in Great American Cleanup (March-May), and at least ONE KTnB endorsed activity
- Attend a minimum of 4 hours of training
- Submit Short Annual Survey with general information about activities and volunteers



Thank you!



Missy Marshall
Executive Director of
Keep Tennessee
Beautiful



Brittany Morris
Highway Beautification
Office Outreach
Coordinator

