

December 2012

Keep Montgomery County Beautiful Anti-Litter Campaign

Adopt-a-County Road * Adopt a Highway

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Dear Charlotte,

As many of you know, Keep Montgomery County Beautiful is joining forces with Montgomery County Precinct 2 and TxDOT to launch an anti-litter campaign. We will be working to recruit groups to adopt roads with a goal of 100% of the main county and state roads in Precinct 2 being adopted and actively kept litter-free.

As those of you that have been doing this for some time know, this is a daunting task. Our plan includes:

1. A group of dedicated teens who are learning to make presentations about the Adopt a Road and Adopt a Highway programs to interested groups.
2. A newsletter to groups who have adopted roads to provide tips for success and to feature dedicated groups.
3. Celebration of the successes and publicity for the programs.
4. Networking opportunities for groups who have adopted roads.
5. Collection of information from you after each pick-up to build metrics and information that will allow us to win awards and gain publicity.
6. Assistance to Precinct 2 and TxDOT as requested to help make these programs a success in our community.

We thank you for what you already do for our community and hope we will be able to make your commitment a little easier.

We welcome your input and hope to be able to share many success stories with other groups who have already adopted a road and to those who will be adopting soon!

Report a Litterer



Of course, one of our goals will be to educate ourselves out of jobs! We will be pursuing anti-litter campaign options to prevent litter from being thrown in the first place.

One great idea is the TxDOT Report a Litterer program. It's simple - if you see someone littering go to www.dontmesswithtexas.org and complete a form with the following info:

- Date
- Time
- Location
- Make of Car
- License Plate
- What was Littered?
 - Food Trash
 - Cigarette
 - Cup/Can/Bottle
 - Misc Trash
- Who littered?
 - Driver
 - Passenger

- Truck Bed

The reported litterer will receive a litter bag for their car and a letter from TxDOT asking them not to litter. There is also an app available for reporting - check out the website for information about that.

Would you like a presentation?

Let us know if we may meet with your group.....



We have several enthusiastic teens ready to present to your group and to new groups about the benefits of adopting a road, the impact litter has on our environment and our pocketbooks and how to have a successful Adopt a Road program.

Email kmcbtexas@yahoo.com if you would like to schedule a presentation.

Also let us know of businesses, homeowners associations, churches, families and others who might be interested in adopting a road. If you provide us contact information, we will reach out to them to get them signed up!

Keep Montgomery County Beautiful (KMCB) is a grassroots, non-profit organization dedicated to providing a network for and resources to organizations in Montgomery County who are committed to the beautification and improvement of our county's natural resources.

We are very excited about this initiative and are especially excited about the youth with whom we will be working.

Sincerely,

Charlotte Riser Harris
KMCB Board Chair
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