

Clean Fairfax Biennial Report

2019-2020



Present

Clean Fairfax maintains an office within Government Center thanks to the generosity of the Department of Public Works and Environmental Services. The Board of Clean Fairfax acts as the organization's fiduciary agent.

In addition to the Annual Report, Clean Fairfax submits yearly reports to Stormwater Management to assist with their public outreach requirements of the MS4 Stormwater Application, to the Planning Department to be included in the annual EQAC report, to DPWES for inclusion into the annual Trash Free Potomac report and to the Virginia Department of Environmental Quality.

Clean Fairfax is a member of The Trash Team, made up of county agencies and organizations working on litter issues, The MS4 Tactical Team on Outreach and Education as well as advisor to students working on environmental projects at the middle and high school level as well as college level.

The Executive Director is the past president of the Virginia Council on Litter Prevention and Recycling, and past Vice President of Awards for the Community Appearance Alliance. The organization is a member of Volunteer Fairfax, Leadership Fairfax, Virginia Conservation Network, and other local environmental advocacy groups.

Clean Fairfax has two full time employees and one work study GMU student during the school year.

With the arrival of the Novel Corona Virus many of our outreach opportunities, talks, conferences, and cleanups were postponed. But with that challenge comes opportunity and we are looking forward to pivoting to video and podcasting to reach and even larger audience while we wait until it is safe to be in large groups again.

Mission

The mission of Clean Fairfax is to encourage environmental stewardship and urban sustainability in Fairfax County, Virginia through education, programming, and community involvement. Clean Fairfax seeks to reduce littering and to encourage recycling, reusing, reclaiming and reducing consumption, promote community action by supporting clean-ups and adopt-a-spots and serve as a clearing house for environmental information in Fairfax County.

Vision

To be Fairfax County's non-profit leader in environmental and sustainability education, advocacy and action by creating relationships with schools, businesses, municipalities and other organizations.

History

The Litter Control Task Force was appointed by the Fairfax County Board of Supervisors in 1978 and charged with preparing a program for utilization of the Commonwealth litter grant funds and with preparation of recommendations to the board on a county-litter reduction program. Membership to the Task Force included one representative from each supervisorial district, representative from the League of Women Voters, one from the Chamber of Commerce, and one from the Federation of Citizens Association.

In 1985 the Task Force separated from the County in order to be able to solicit funding from the private sector. Incorporated as Clean Fairfax County, and later Clean Fairfax Council, Inc., (Clean Fairfax) operates as a 501 c 3 non-profit organization, in partnership with the Fairfax County Department of Public Works and Environmental Services.



**Tons of Trash
Collected**



Neighborhood Cleanups



5,096

Volunteers



12

**Local
Streams
Monitored**

quarterly to collect data on
floatable litter for MS4



22,854

Volunteer Hours

\$573,601 value of
volunteers (based on DEQ's
definition of 1 hr = \$22.03)

Outreach

Educational Programs and Presentations

- Outreach to students included presentations at Northern Virginia Community College, George Mason University, Fairfax County Public Schools, and private schools,
- Conducted adult programming that included a presentations and discussions at Reston Regional Library, Virginia Green Initiative, Potomac Watershed Summit, Alice Ferguson Foundation Trash Summit, Virginia Farmers Market Association, Virginia, Environmental Assembly, Chesapeake Bay Foundation, Virginia League of Conservation Voters, Annandale Women's Club, Fairfax Young Democrats, tabling at Gum Springs Community Center, Mt Vernon Government Center, tabling at Sully District Office's Community Day, My Organic Market (MOM's) 21 Fairfax County Farmers Markets, and more
- Advocated for clean water at the 2019 and 2020 Chesapeake Bay Lobby Day on Capitol Hill

Outreach


Static and Electronic

- Constant (daily) rotating information on Facebook page, Twitter feed, and website
- Links on DPWES and other County and partner websites connecting to Clean Fairfax
- Interviewed for Reston Impact, Fairfax County Enviro-Pod, Richmond Courier, RVA Magazine
- Wrote article for Reston Association Magazine
- Whitepaper on litter prevention accepted by Virginia Conservation Network for inclusion in the 2020 and 2021 Legislative Briefing Book

Programs and Leadership

- Planning and Producing Annual Earth Day events
- Organizing regional environmental groups into a coalition (LitterFreeVA)
- Providing internship opportunities and mentoring for college students interested in environmental careers
- Supporting clean-up and volunteer opportunities for schools, churches, businesses throughout the county
- Participating and leading policy discussions at local, state and regional levels to improve litter prevention
- Continuing to lead by example on sustainability issues
- Serving as needed on County and Commonwealth panels, task forces and committees

 ~ **250,000**
Facebook Impressions


5,000+
Springfest Attendees
25+
Environmental
Organizations Represented

Future Projects/Programs

- Create *Business is Picking Up* campaign to activate area businesses to be better environmental citizens
- Establish monthly video and podcast series on environmental topics called Green All Over
- Lead pilot project in Northern Virginia to collect oyster shells for recycling with Virginia Oyster Shell Recycling Program
- Launch Fall Clean Up program to coincide with International Coastal Cleanup


21
Tables at the
Fairfax County
Farmers Markets


Interviews 9
(Video/Podcast/Print)
estimated reach: over 850,000


34
Professional workshops
attended and/or presented at



12000 Government Center Parkway, Suite 458
Fairfax, VA 22035
www.cleanfairfax.org

703-324-5471

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