



## Green Team Strategic Plan

### **Goal – To Make Roane County the Cleanest County in Tennessee**

#### 1. Litter Pickup

- Establish volunteer core:
  - Use TN Scholars and TN Promise students for special events;
  - The Roane Alliance and Highway Dept. jointly publicize Adopt-A-Highway program;
  - Highway Dept. has agreed to track all road adoptions throughout the county, including cities; and
  - Engage community group/H.O.A's/churches etc., for events and ongoing efforts.
- Establish communication hub:
  - Create facebook group and page and promote its growth;
  - Monthly press release with data provided by Highway Dept., Inmate pick-up program, Michael Dunn Center, including events and spotlights; and
  - Recruit and utilize Volunteer Coordinator to coordinate and follow-up.
- Year-long continuous pick-up program:
  - Six special events per year, coordinated with multiple groups (Highway Dept. etc.);
  - Expand Adopt-a-Highway Program to include Road/Area; and
  - Create bumper stickers and door clings promoting Roane County as a park environment.

#### 2. Education

- Declare Roane County a park environment:
  - Create sign program;
  - Engage elected officials and appropriate agencies to gain buy-in to treat all of Roane County as if it was a park; and
  - Create bumper stickers and door clings promoting Roane County as a park environment.
- Engage public officials in creative litter control methods:
  - Engage codes enforcement officer in clean contractor sites;
  - Develop clean contractor program;
  - Roane County Clerk - give garbage bags for car when tags are renewed; and
  - Engage utilities to promote Green Team efforts on bill and pick up when working in field and utilize clean sub-contractors.

### **A Unified Drive. A United Force.**

- Raise awareness of problem including regular demonstrations:
  - Utilize all press and media, including social media, for spotlights on problem areas;
  - Engage points of contacts within law enforcement community to identify worst areas;
  - Adoption of resolution of all cities county and school board to support the Green Team initiatives; and
  - Create, distribute and utilize litter free event signage.

### 3. Enforcement

- Follow up on violations:
  - Court offering litter pick-up opportunities instead of or coupled with fees as community service;
  - Communications from volunteers to violators and positive postcards to groups or individuals;
  - Communications to Adopt-a-Highway inactive volunteer groups;
  - Volunteer coordinator in regular contact with all appropriate agencies to plan pick-up areas for time-day-week etc.;
  - Utilize all available county resources to provide safety for all litter pick-up events; and
  - Create resource of all appropriate numbers to call to report incidents of littering.
- Seek funds for full-time litter control officer:
  - Sustainability Officer and Volunteer Coordinator seek grant funds on periodic basis.