



Working together
for a ***litter-free***
South Carolina.

Why You Cannot Ignore Litter

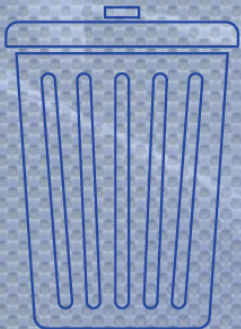
Agenda

- **Introductions of Speakers**
- **Success Despite a Year of COVID**
 - What happens when you don't ignore the problem?
- **Consequences of Ignoring Litter**
- **The PalmettoPride Approach**
 - Customized plans for each county
- **Partnerships & Leadership**
 - Successful Examples Throughout SC

Litter Picked Up

6,656,443

Total Pounds



Total Volunteers

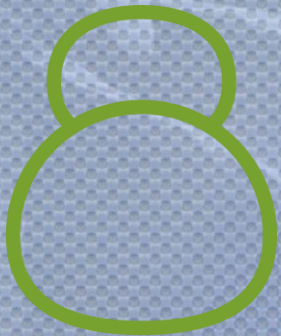
26,147



Tires Removed

5,046

Total Pounds



Volunteer Benefit

\$4,947,853.14



SC Scores

Litter Index Score

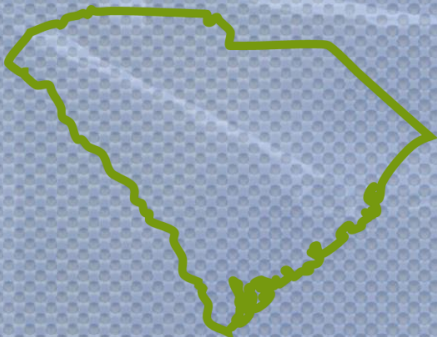
2016 – 1.79

2017 – 1.83

2018 – 1.72

2019 – 1.89

2020 – 1.82



What are the Reasons for Litter?

- **Population Growth**
- **Throw Away Culture**
- **Lack of Leadership**
- **Economic Development**
- **Education**
- **Lack of Enforcement**
- **Lack of Pride**

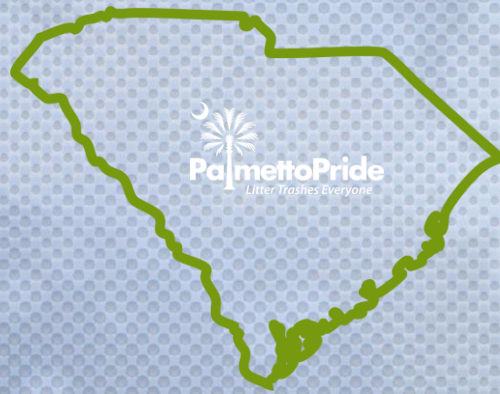
The Questions You're Asking

- **How** do we start?
- **What** about funding?
- **Where** do we go?
- **Who** will help?
- We've done this before, **why** try again?

*What will it cost us if we
continue to ignore the
issue of litter?*



Next Steps



Our Approach



Awareness | Education | Enforcement | Pickup

Awareness

Who needs to **benefit** from litter awareness **the most**?

What litter awareness **is/is not** in your community?

When should this awareness take place?

Where in your community is litter awareness **needed**?

How should this awareness take place?

Why is litter awareness **important** in your County?



Education

Who does the litter education? Who receives the education?

What are litter education programs and opportunities for youth? Families? Adults?

Where are litter education programs are offered?

When does litter education take place?

Enforcement

Who does the litter enforcement?

What are the successes & issues of litter enforcement?

Where in your community is litter enforcement needed?

How can litter enforcement increase?

When are officers able to enforce litter laws?

Why are there issues with enforcement, if there are issues of litter enforcement?

Pickup

Who picks up the litter in your County?

What are the needs of these individuals or groups?

Where in your County is litter pickup needed? Where in your County do you lack economic development because of litter?

When are litter pickups held?

Is there a need for paid litter pickup within your County?



What does this cost?

Aiken County

- **Awareness**

- Keep Aiken County Beautiful
- Social media, newspaper articles

- **Education**

- Keep Aiken County Beautiful
- Tarp Events at Convenience Sites

Aiken County

- **Enforcement**

- Code, Animal & Litter Officers – Cross-trained
- Assign-A-Highway
- Camera Program
- SCLCA Training

- **Pickup**

- Adopt-A-Highway – Maintained by County
- Assign-A-Highway
- Keep Aiken County Beautiful



Greenville County

- **Awareness**

- Litter Ends Here
- Social media, newspaper articles, app, newsletter

- **Education**

- Litter Ends Here
- Keep Greenville County Beautiful
- WATERGOAT

Greenville County

- **Enforcement**

- Greenville County Sheriff's Office
- Camera Program

- **Pickup**

- Partnership with Adopt-A-Highway
- Keep Greenville County Beautiful - Cities
- Litter Ends Here - County
- WATERGOAT



Hampton County

- **Awareness**

- Keep Hampton County Beautiful
- Social media, newspaper articles
- Community Involvement

- **Education**

- Keep Hampton County Beautiful
- Tarp Events at Convenience Sites

Hampton County

- **Enforcement**

- Litter Officer
- Social Media Campaigns
- Camera Programs at Illegal Dumpsites
- Weekly camera checks with similar agencies

- **Pickup**

- Adopt-A-Highway
- Keep Hampton County Beautiful
- Regular Community Cleanups – Wakeup Calls

Point A to Point B

Laurens County

Breakdown of the County

- County Seat – Laurens
- Includes City of Clinton, City of Laurens, & City of Fountain Inn

Issues they Faced

- Uncovered Loads
- Intentional littering with foot traffic
- Illegal dumping
- Lack of pickup
- Enforceable laws
- Funding
- Manpower

Laurens County

1st Step – Created a Taskforce

- SWOT Analysis – Litter Focused
- Completed a Litter Index
- Litter Task Force Grant
- Found Litter Resources
- Brought partners & elected officials together from each part of the County
- Developed a leader role – Laurens County Chamber of Commerce

Laurens County

The Customized Plan

- Find Funding – THEY FOUND IT
- County & City Government Partnerships
- Created/revised Litter Law – Passed same law countywide
- Started process to become an affiliate of Keep America Beautiful
- Found “outside” partnerships and funding

Laurens County

The Customized Plan that Made South Carolina History

- Hosted a Press Conference where they announced
 - County & City Governments passing the same litter law
 - Creation of a new job at the Chamber for the position of Keep Laurens County Beautiful

Laurens County

Next Steps

- Hiring Process for Affiliate Director
 - Creation of an in-depth strategic plan
- Continue utilizing the Task Force Grant
 - Increase in paying officers for litter enforcement
- Enforcing litter laws
- Providing a financial commitment
 - Apply for grants through PalmettoPride
- Working together to ensure litter issues are a top priority
- Data collection & Reporting

Partnerships & Leaderships

Partnerships

- **County Governments**
- **Municipal Governments**
- **Keep America Beautiful Affiliates**
- **Chamber of Commerce**
- **Economic Development Groups**
- **Law Enforcement Agencies**
- **Riverkeeper Organizations**
- **Conservation Districts**
- **Churches & Schools**
- **Businesses & Nonprofits**

Leadership

Local governments, businesses, and social sectors providing & taking advantage of opportunities to work together for the greater good

- Elected officials leading communities
- Citizens leading citizens
- Communities leading communities

Working together to create the County desired & deserved by all



Moving Forward

- **Call/E-Mail** to set up an in-person appointment to discuss specific issues
- **Assist with recommendations** on a plan of action to include the four-pronged approach
- **Provide training** where appropriate to achieve plan of action
- **Assist** with other projects, trainings, & needs



Sarah Lyles

Executive Director

syles@palmettopride.org

Mallory Coffey

KSCB State Leader

mcoffey@palmettopride.org

www.palmettopride.org