



APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 2, 2017.** Please include this application form with electronic entry.

PROGRAM INFORMATION

County: _____

Program Title: _____

Program Category: _____

CONTACT INFORMATION

Name: _____

Title: _____

Department: _____

Complete Mailing Address: _____

Telephone: _____ Website: _____

Email: _____

SIGNATURE OF COUNTY ADMINISTRATOR OR CHIEF ADMINISTRATIVE OFFICER

Name: _____

Title: _____

Signature: _____

2017 VACo Environmental Award Submission – Broomin’ and Bloomin’

Summary:

Montgomery County is dedicated to its citizens and to keeping the county and the environment beautiful and sustainable. Each spring, the county organizes an annual Broomin’ and Bloomin’ event. In 2016, 160 citizens gathered to help clean up the County, collecting 1.36 tons of litter along nearly 50 miles of roads in one day!

This annual event encourages citizens and social, civic and church groups to participate annually in an effort to keep the County’s roadsides, parks, streams, school grounds, trails, and other public properties clear of litter and protect the environment, including our local water sources.

Trash bags, gloves and safety vests are provided by the county. Once filled, the trash bags are picked up from the roadside or cleanup site by both the county and VDOT – a valued collaboration in the name of sustainability.

Overview:

Montgomery County is dedicated to its citizens and to keeping the county and the environment beautiful and sustainable. As part of its consolidated waste efforts, Montgomery County residents may place household waste and recycling materials in designated receptacles at the consolidated sites. One exciting development is the implementation of consolidated sites, which offer single stream recycling. This means that bottles, jugs, cans and jars may be mixed with all paper (except corrugated cardboard) in one collection container – no longer do recyclables need to be sorted.

The county has been working to educate both the consolidated site employees and the citizens about the benefits of recycling as well as what and how solid waste items can be recycled. One innovative and collaborative event focused on solid waste management has resulted from

necessity and in the name of sustainability: the annual Broomin' and Bloomin' event. This five-hour, annual event is usually scheduled around Earth Day in an effort to garner and much participation and enthusiasm as possible by our citizens to help beautify Montgomery County all while protecting the environment, including our local water sources.

The County provides the necessities to include: trash bags, gloves, and safety vests, to volunteers. Civic and church groups are encouraged to sign up and help clean up! In 2016, 160 citizens gathered to help clean up the County, collecting 1.36 tons of litter along nearly 50 miles of roads in one day!

Broomin' and Bloomin Event Award Submission

The Montgomery County General Services Department manages and maintains buildings and grounds throughout the county. The Solid Waste Collections Department and Litter Control division provides litter control and solid waste services, primarily through the consolidated waste collection centers, and litter "clean-up" and recycling events. This team of hardworking individuals manages approximately 393 miles and more than 30 buildings throughout the county. Needless to say, collaboration and innovation is key in maintaining such a vast array of grounds and buildings.

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The County provides the necessities to include: trash bags, gloves, and safety vests, to volunteers. Civic and church groups are encouraged to sign up and help clean up! These volunteers are sought to help with this annual effort through:

- social media,
- electronic communications,
- the web,
- printed ads in local newspapers,
- posters,
- flyers, and
- word-of-mouth.

A video to help encourage citizens to participate in Broomin' and Bloomin' was created and distributed by the Montgomery County Public Information Team to help promote this event (video can be viewed here: <https://youtu.be/JSg2LkzaHS8>). The kaleidoscope theme of the promotional video was created by the Public Information team and carried out throughout all print and digital graphics produced for the event.

Over the past four years (2013 – 2016), the program has experienced:

- 775 total participants
- 83 total groups
- 10.27 tons of litter and trash collected
- 185.14 road miles cleaned (Some locations cleaned are repeated annually.)

Collaboration is key not only with citizens and the county, but also within county departments. Mileage covered on the day of the event is calculated by the Montgomery County GIS Department. VDOT supplies the bags then assists with picking up the bags once the event

ends. The Montgomery Regional Solid Waste Authority manages the process of monitoring how many bags are collected from the event and reporting the tonnage collected annually.

If Broomin and Bloomin' did not happen annually, a greater burden would be placed on the Montgomery County Jail's Inmate Work Crew program, managed by the Sheriff's Office, which is already limited by both funding and manpower. In addition, the Broomin' and Bloomin' event helps build relationships with citizens and civic and church groups, all while providing a feel-good opportunity to work together in the name of helping the environment and Montgomery County.

The cost associated with this event is managed within the Montgomery County General Services Department budget; however, the return on the investment is priceless. It's simply an opportunity for the community to come together in the name of beautifying Montgomery County and helping the environment.