

APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 3, 2019.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact Gage Harter.

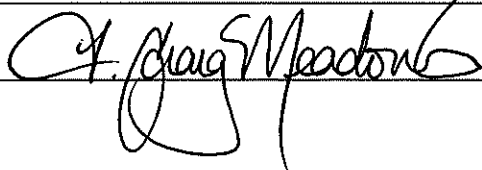
PROGRAM INFORMATION

County: Montgomery County
Program Title: Broomin' & Bloomin' 35 Years
Program Category: Environmental

CONTACT INFORMATION

Name: Jennifer T. Harris
Title: Public Information Director
Department: Public Information
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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: F. Craig Meadows
Title: County Administrator
Signature: 

VACo Environmental Award Submission – Broomin’ and Bloomin’

Executive 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. April 2018 marked the 35th annual Broomin’ and Bloomin’ event, which led to an anniversary logo, a reception for the volunteers and a resolution of recognition presented to the Broomin’ and Bloomin’ participants by the Montgomery County Board of Supervisors.

The annual cleanup event encourages citizens and social, civic and church groups to help 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. In 2018, over 100 volunteers collected 0.83 tons of refuse over 37 miles in Montgomery County.



Overview

Montgomery County is dedicated to its citizens and to keeping the county and the environment beautiful and sustainable. The county has been working to educate both the consolidated site employees and 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 as 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 Broomin' and Bloomin' event began in 1983 and has continued to take place year after year. Since 2018 marked 35th anniversary of Broomin' and Bloomin', county staff created an anniversary logo and a video highlighting volunteers. In addition, the volunteers were treated to a reception after the event and the Montgomery County Board of Supervisors presented the volunteers with a resolution of recognition at one of their meetings in May of 2018.

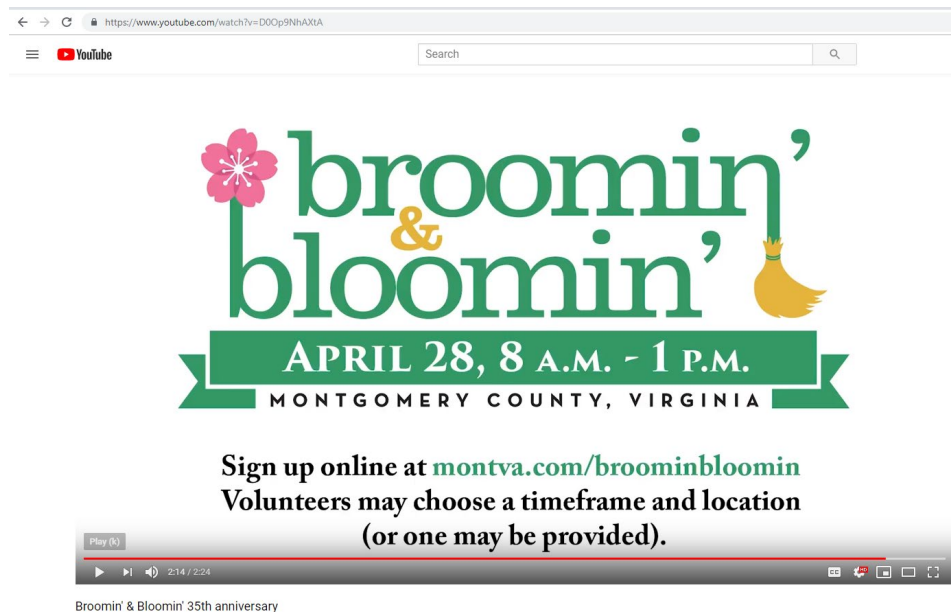


Event Logistics and Specifics

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 2018, over 100 citizens gathered to help clean up the County, collecting 0.83 tons of litter along nearly 37 miles of roads in one day! County staff promotes the event through a variety of communication methods to include:

- social media,
- electronic communications,
- the web,
- 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 commemorate and promote this event (video can be viewed here: <https://www.youtube.com/watch?v=D0Op9NhAXtA>). The video featured new and veteran volunteers and captured why the event is embraced by our community.



Over the past four years (2014 – 2017), the program has experienced:

- 652 total participants
- 82 total groups
- 9.07 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 approximately \$500 and covers supplies and promotional materials. The cost 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.