



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: Friday, April 3, 2026.** Please include this submission form as the first page of your electronic entry. Contact [Gage Harter](#) with any questions.

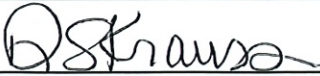
PROGRAM INFORMATION

County: Stafford
Program Title: Professor Olivia and the Litter Lifters Program
Program Category: Communications & Community Outreach

CONTACT INFORMATION

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Donna S. Krauss
Title: Deputy County Administrator
Signature: 

Professor Olivia and the Litter Lifters Program
Rappahannock Regional Solid Waste Management Board (R-Board)

Executive Summary

The Professor Olivia and the Litter Lifters Program is an innovative initiative focused on environmental education and litter prevention, launched in October 2025 by the Rappahannock Regional Solid Waste Management Board (R-Board). This program aims to tackle persistent issues of roadside litter, recycling contamination, and public disengagement concerning waste reduction efforts in Stafford County and the City of Fredericksburg.

Central to the program is the use of a recognizable mascot—Professor Olivia the Owl—coupled with hands-on service learning, mobile outreach, and robust community partnerships to transform environmental education into actionable outcomes. Participants are encouraged to engage in simple, repeatable actions, unified under the slogan, “Litter Lifters Leave No Trace!” A key component of the program is its collaboration with the Central Rappahannock Regional Library (CRRL), which provides trusted and accessible venues for workshops, family programs, and the distribution of educational materials. From its inception in October 2025 through December 31, 2025, the program successfully engaged over 2,200 participants.

The initiative is funded through state litter prevention and recycling grants, amounting to over \$149,700 for the fiscal years 2025 and 2026. It is designed as a scalable and replicable model that other localities in Virginia can adopt to implement measurable, community-centered environmental education.

Problem, Challenge, or Situation

Stafford County and the City of Fredericksburg continue to face significant challenges regarding roadside litter and contamination within single-stream recycling. Traditional methods, such as signage, enforcement, and isolated cleanup efforts, have not consistently achieved long-term behavioral change.

Program Description and Implementation

Launched in October 2025, this program employs a mascot-driven, action-oriented education model that integrates service learning, mobile outreach, and ongoing engagement through schools, libraries, and community events.

Innovation

The initiative transitions environmental education from passive messaging to active civic participation through mascot-led instruction, badge-based challenges, and outreach conducted directly in community spaces.

Partnership and Collaboration

The partnership with the Central Rappahannock Regional Library facilitates the delivery of environmental education through trusted community hubs. Additional collaborators include local school divisions, county and city departments, and state grant administrators.

Financing and Staffing

The program is financed through Virginia state litter prevention and recycling grants, including \$51,627.50 (FY2025 Non-Competitive), \$15,000 (FY2025 Competitive), \$53,077.54 (FY2026 Non-Competitive), and \$15,000 (FY2026 Competitive). Staffing is provided internally by the R-Board’s Community Outreach division.

Program Results*

From October 2025 to December 31, 2025, the program engaged over 2,200 residents through 25 community and school events, 16 outreach activities, and 18 partner-supported workshops.

Model for Other Localities

The program is designed to be replicable by other local governments utilizing existing community assets, such as libraries and schools, alongside scalable grant-funded outreach.

Conclusion

Professor Olivia and the Litter Lifters Program exemplify how counties can effectively address litter prevention through innovation, collaboration, and measurable outcomes.

Future Scalability and Sustainability

The FY2026 grant funding will enable the R-Board to expand Professor Olivia and the Litter Lifters Program beyond its initial launch activities. This expansion will include an increase in library-based programs, mobile classroom appearances, and community partnerships throughout Stafford County and the City of Fredericksburg. Funding will also support the development of additional educational materials, outreach supplies, and staff-led programming, ensures consistent delivery while maintaining high-quality standards.

The program's structure allows for phased growth without necessitating additional capital investment, rendering it sustainable within future grant cycles and easily adaptable by other localities seeking a scalable, cost-effective model for litter prevention and environmental education.

Why It Matters to Other Counties

The Professor Olivia and the Litter Lifters Program illustrates how local governments can leverage existing community assets—such as public libraries and schools—to provide scalable, grant-funded environmental education that yields measurable outcomes without requiring new facilities or staffing structures.