

# Roadside Review

Winter 2011 Issue 57

A quarterly newsletter of the Missouri Department of Transportation's Adopt-A-Highway and Sponsor-A-Highway programs



## Get the 411 on the No MOre Trash! Bash



In pop culture, the 411 is about getting all the details. This year 411 takes on a whole new meaning: April 2011 is the No MOre Trash! Bash and everyone needs the details on how to clean up Missouri.

“This is our big kick-off each year to get our state looking better for the nicer weather,” says Stacy Armstrong, roadside management supervisor and state Adopt-A-Highway coordinator. “Through efforts like this we can reduce litter and increase awareness.”

The Bash is an annual event sponsored by the Missouri departments of Conservation and Transportation. During the entire month of April, efforts are aimed at getting people to clean up litter all across Missouri from roadsides, to parks, to rivers and streams. And it's not just about picking up litter, but also about hosting events to teach how to prevent litter from happening in the first place.

Each year the activities grow. Last year more than 128,000 bags of trash and many more truckloads of debris were collected by more than 12,000 volunteers during April. Many educational efforts took place in schools, at rest areas, at community events, during Earth Day celebrations, on radio talk shows, news conferences, television promotions and more. Can we do more this year? Make your plans now!

Anyone can report their activity at [nomoretrash.org](http://nomoretrash.org) and get a free lapel pin for their efforts. Besides the recognition, volunteers get a



*Dallas Co. Soil & Water and Buffalo High School FCCLA picked up litter during the 2010 Bash.*

little exercise, some fresh air, and a cleaner place to work, live and play.

So this April, let's work on the details to make a cleaner Missouri happen! For more information, visit [nomoretrash.org](http://nomoretrash.org). ■

## ADOPTER SPOTLIGHT

Partnering Today for a Better Tomorrow

Sometimes forming a partnership can be the best way to get the job done, and that's just what a unique Adopt-A-Highway group in central Missouri has been doing well for many years. Although the original group began with just Department of Conservation employees in 1988, the partnership expanded in 1993 and the sign now reads: Conservation Employees, Runge Volunteers, Belair Scout Pack 2. The half-mile stretch of Route 179 in Jefferson City is kept clean by all of them since the

Belair Cub Scouts and the Runge Nature Center Volunteers pick up the trash, and the MDC employees maintain the grass and vegetation.

“Litter is dangerous, messy and hurts the environment. People throwing trash on our roadsides and waterways are hurting themselves, wildlife, and the future children who live here,” says Jan Alexander, a volunteer who organizes the trash pickups.



*The Runge Nature Center in Jefferson City*

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# Missouri Promotes Litter-Free Roadways Around the World

MoDOT helped promote litter-free roadways around the world recently when they hosted the International Adopt-A-Highway Association's Conference Connect 2010 webinar. Participants came from coast-to-coast and even down under, and included representatives from Adopt-A-Highway groups, non-profit organizations, litter contractors and other litter-prevention programs.

"Keeping our states and countries clean and beautiful is just as much about safety as it is about pride, and it's still an important topic, even with dwindling travel and conference budgets," says Stacy Armstrong, MoDOT's statewide AAH program coordinator and the IAAHA secretary. "That's why we felt so strongly about supporting AAH in our state, our country and around the world by hosting this webinar."

The association was formed in 1996 to create and sustain a global litter-free highway system through education and Adopt-A-Highway volunteers. All 50 states and several countries have AAH programs or similar litter-prevention programs.

The IAAHA began hosting conferences in 1996 to allow states and countries to present what they've been doing to promote their programs and to help decrease litter in their areas. Until last year, the conferences were held in different cities across the United States, with St. Louis hosting in 2002 and Austin most recently hosting in 2008.

In 2009, the association decided to hold an international webinar instead of a location meeting, in order to save on costs and include as many states and countries as possible. MoDOT volunteered to host the webinar both years. This year's webinar featured presentations from Arizona, Iowa, Michigan, Missouri, Nevada, North Carolina, South Australia, Vermont and Keep America Beautiful.

"We had pretty good participation this year with more than 30 computers logged on to the webinar and multiple people at most of those computers," Armstrong says. "Of course a face-to-face conference has many other benefits, but technology like this saves everyone a lot

of time and money and still allows us to share best practices."

The conference was summed up best by one participant who said it was "wonderful to get the global picture."

For more information, visit [adopt-a-highway.org](http://adopt-a-highway.org). ■

## New Adopters

Nov - 2010

Biomerieux, Inc. Green Initiative

CG Power Systems, USA INC Team

East Lynne School

In Loving Memory of Bruce & Barbara Sweet, Harry & Elsie Ford

In Loving Memory of Delvis McCollough, Dad, Brother, Son, Husband

In Loving Memory of Dennis and Andrew Bauer

In Loving Memory of Jason L. Eakins

In Loving Memory of Marcel Nelson, AKA "Cell"

In Loving Memory of V. Dean Green, By Family & Friends

In Memory of Donald W. Besser

In Memory of Leon Brown

In Memory of our Loving Dad, Dewey J. Lincoln

LFS Longhorn Ranch, Greg & Karol Brown

Norborne FFChapter

Northland Mission Church

Perryville FFA

Premium Standard Farms, LLC

Smith Ave. Church of God, Turning Point Youth Ministry

Ste. Genevieve High School FCCLA

Taylor Cattle Co.

United States Air Force 345 RCS, SSGT Brandon Grissom

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## ADOPTER SPOTLIGHT

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Luckily, Alexander has plenty of help. Their area is picked up at least four times a year by the different volunteers, as well as on an as-needed basis. She says their section gets a lot of trash from several area fast food businesses. Other trash they pick up frequently includes, dirty diapers, gloves, shoes, wallets, money, broken glass bottles, tree limbs, bags of grass and leaves, cigarette butts, junk mail, and other paper products.

The group size varies according to who

volunteers for that particular time. With Runge volunteers it's usually six to eight adults and with the Scouts there could be 15 to 20 scouts.

One thing that's important for all the volunteers is safety. "We cover safety rules before going out, making sure they stay well to the side of the road and away from the cars," Alexander says. "The Scouts always have the maximum number of adults per boy to ensure safety and we try to have enough people to pick up both sides

at once so no one has to cross the highway." All volunteers are required to wear an orange vest supplied by Runge, and are asked to bring work gloves.

When asked about what would help to get people to quit littering, Alexander says, "I'd like to see someone who does litter to actually get stopped and fined, plus have to pick up the junk for the next five years."

Working together, this group shows what people can accomplish. Both young and older, big and small can make a difference.

## MO Schools Invited to Help Fight Litter Through “No MOre Trash!” Contest

Missouri elementary, middle and home school students K-8 are invited to help in the fight against litter -- and to have creative and educational fun -- by participating in the 2011 “Yes You CAN Make Missouri Litter Free” Trash-Can Decorating Contest. The annual contest is sponsored by the Missouri departments of Conservation Transportation as part of the state’s ongoing “No MOre Trash!” campaign to raise awareness about Missouri’s litter problem and to discourage littering.

“Missourians care about conserving our fish, forest and wildlife,” said MDC No MOre Trash! Coordinator Joe Jerek. “Littering isn’t just ugly, it hurts wildlife, it costs Missourians millions of tax dollars each year, and it’s illegal. Birds, fish, turtles and other animals get



*The 2010 Trash-Can Decorating Contest winners from Heather Reary’s first-grade class at Potosi Elementary School pose with their can.*

tangled in litter, such as plastic six-pack holders and fishing line, and it can kill them. Litter and other trash can also poison fish, birds and other wildlife.”

MoDOT spends more than \$5 million each year cleaning litter from Missouri’s roadsides and MDC spends almost \$1 million a year to clean litter from conservation areas and other department locations.

“Littering, even tossing a can or cigarette butt, can cost up to \$1,000 in fines and one year in jail,” Jerek says.

The 2011 “Yes You CAN Make Missouri Litter Free” Trash-Can Decorating Contest encourages students to join in the fight against litter by decorating and displaying a large trash can with the “No MOre Trash!” logo and a litter-prevention message using a variety of creative media. There is no entry fee. Participating classes and groups must submit an entry form and photo of the completed can. Schools may submit one entry in each competition category: K-2, 3-5 and 6-8. Only Missouri schools, including home schools, are eligible. Entries are judged based on creativity, adherence to contest rules and effective use of theme and logo. Deadline for entries is March 1.

In addition to the educational value of teaching children about the impacts of litter on their lives and the environment, the first-place entry from each competition category receives a \$100 award. All first-place winners are eligible for a grand prize of \$500 and a trophy.

Contest rules, entry forms, the “No MOre Trash!” logo, 2010 contest winners, facts on litter and educational information are available online at [www.nomoretrash.org](http://www.nomoretrash.org). For more information, call 573-522-4115, ext. 3362, or email [nomoretrash@mdc.mo.gov](mailto:nomoretrash@mdc.mo.gov). ■

MoDOT ADOPT-A-HIGHWAY

*Litter Cleanup*



6,165 MILES

4,296 ADOPTERS

### SAFETY TIP

**Be Careful, Wear Gloves and Watch What You Pick Up!**

We wear gloves in the winter to help keep our hands warm and safe from the elements, but don’t forget to wear gloves when you’re picking up trash. Gloves are a barrier to protect you from unseen things you might pick up or find laying in the grass. Be safe and wear gloves while you’re picking up litter and if it looks suspicious and you’re not sure what it is or if you smell an odor, step back and leave it alone and don’t pick it up! Call 1-888 ASK MODOT (275-6636) or your local law enforcement to report suspicious items on the roadside

Roadside Review is a quarterly newsletter published by the Maintenance unit of the Missouri Department of Transportation. It is mailed to Adopt-A-Highway volunteers and other interested groups. After reading, please share this newsletter with others. Additional copies are available upon request.

If you have any comments or questions, please contact:

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*Our mission is to provide a world-class transportation experience that delights our customers and promotes a prosperous Missouri.*



For more information about the Adopt-A-Highway program:

**888 ASK MODOT**  
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## TALKIN' TRASH

### New Adopters

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#### Dec - 2010

Anytime Fitness of Hannibal  
Bates Creek Farm, In Loving Memory of Thad Allen  
California Tri-M Music Honor Society  
Erickson Farms  
Higherways Financial  
Higherways Outdoors  
In Loving Memory of Derek Underwood  
In Loving Memory of Kayla & Sarah Story, Story and Moore Family  
In Loving Memory of Laura Rae Soppe  
In Loving Memory of Lynn F. Carmean  
In Loving Memory of Rickey D. Rayford, Forever Love  
In Loving Memory of Samuel Taylor Hensle, Live

Life No Regrets  
In Memory of David "Oakie" Easley  
In Memory of Randall S. Davenport, Fire Fighter 213  
Jefferson Regional Medical Center 5 West Nursing Staff  
Jotun's Band Kindred  
Kayakswarm Mo Fun In the Sun  
Nevada High School Cheersquad/ Pep Club Christopher Harris  
North Shelby Smokebusters  
PHS Hornets Football, 2009 1A State Champs, 2010 2A State Champs  
Pierce City FFA Recycling  
Schuyler R-1 NHS and NJHS  
The Saucier & Pettit Families  
Village of Lake Tekakwitha HOA  
Willard All Seven Family

