



B A S M A A

Project: Implementation Plan – Litter

Description: In FY 10-11, the BASMAA PI/P Committee conducted a project to develop a multi-year Regional Outreach Strategic Plan focused on two primary pollutants of concern – litter / trash and pesticides. In April 2011, the BASMAA Board of Directors accepted the Strategic Plan as complete and approved it as a final BASMAA product. Directors directed the Committee to develop a 3-year Regional Outreach Campaign (ROC) implementation plan for litter to provide detail on the Regional Outreach Strategic Plan; that the implementation plan address division of responsibilities between regional and local, and recognize and leverage overlap with other MRP provisions. Subsequently, member agencies participating in the litter portion of the ROC (all except CCCWP, which had already conducted a campaign) worked with the consultant to develop an Implementation Plan for the litter portion of the Regional Outreach Campaign.

FY: 10/11

Overseer: Public Information / Participation Committee

Contracting Agency: BASMAA

Contractors: S. Groner Associates (SGA)

Budget: \$10,000

Status: Done

Deliverable(s): *Five-Year Regional Litter Implementation Plan* (September 2011)
