



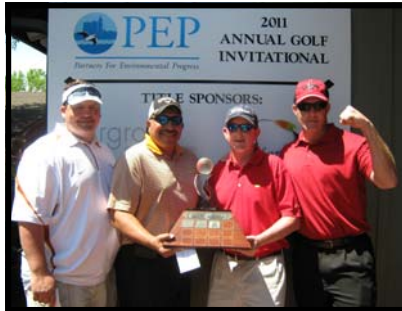
# PEP...TALK

*Partners For Environmental Progress*

January/February 2012

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## Save the Date



### **2012 Calendar** Membership

#### Breakfasts

January 19

**Sponsor:**

**Sovereign Consulting, Inc.**

March 15

May 17

July 19

September 20

November 15

#### Annual Meeting

TBD

#### Golf Invitational

May 4, Lakewood Country Club

#### Reverse Trade Show

October 18

## *12th Annual Golf Invitational* May 4, 2012 Lakewood Country Club

### *2012 PEP Awards Nominations*

Recognizing members'

### **Environmental Stewardship Achievements**

*Partners for  
Environmental Progress  
(PEP)*

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Jennifer Denson  
Executive Director



## Littering is a Risky and Expensive Choice

Jennifer Denson, Executive Director

On Monday, my seven year old son, William, asked me a simple question: why don't people put their trash in the garbage can? This question, not an easy one to answer, was asked as we participated in Alabama Coastal Foundation's *Clean up the Downtown Waterfront, MLK Day of Service*. Making it no further than four blocks down one side of Water Street, William and I filled an overflowing bag as we picked up beer bottles, trash, Styrofoam food containers, six-pack rings, plastic bags and other unidentifiable items. We gave up on the literally hundreds of cigarette butts strewn along the way. Another volunteer and his three sons walked with us, each filling their own bag of trash. There are numerous reasons that I could have used to explain to William about why people litter, but honestly, I think most often it is just pure laziness and disregard for the cumulative impact. A simple example—why throw cigarette butts or fast food trash out the car window?

Every time it rains, all the trash thrown out the car window, left in a parking lot, dumped on the side of the road and the yard waste blown into the street—everything that is not disposed of properly—will be washed into our storm drains causing flooding and ultimately polluting our creeks, rivers and Bay. We've all seen the pictures of trash-filled Dog River after a big storm. We know the causes, we know the effects, we know the costs. We know we need to change our irresponsible behavior. As I encourage William on a daily basis, let's make the right choice—as individuals.

Perhaps, you already make the right choice. . . If so, thank you! Now, I hope that you will make a another good choice and help educate our community about doing the right thing.

Littering is a risky and potentially expensive behavior. We already have the tools available to help change the mindset of others. If you see someone throwing trash out the car window, I encourage you to get their tag number and call the Litterbug Hotline, at 251-208-6025, a project of Keep Mobile Beautiful and the Mobile Police Department. The MPD will send a letter to the owner of the vehicle stating that if a police officer had seen the person litter, then the officer would have pulled the car over and issued a ticket. Violation of the Litter Ordinance ticket and court costs is \$432. That is a pretty hefty consequence to mindlessly tossing trash out the car window. This also applies to yard crews or homeowners blowing leaves or grass clippings into the street: Call the Litterbug Hotline and educate them about the personal and community cost of littering!

Another good choice is participating in Keep Mobile Beautiful's *Great American Clean-Up* this spring. This annual community-wide event promotes litter prevention and environmental stewardship.

If people won't choose to stop littering in order to prevent flooding of our storm drains or pollution of our waterways, or because it is just the right thing to do, then maybe a hit in the wallet will change their behavior. Let's work together to help us all make the right choices.

### WELCOME NEW MEMBERS

**B & P Enterprises**  
Referred by Safety Plus

**Alabama Technology Network**  
Referred by Alabama Power

**Sunshine Hotels Group**

**Mobile Marriott**

**Terracon Consultants, Inc.**

**THANK YOU to our Referring Members!**