

2023

RIVER CLEANUP REPORT

Texas Hill Country River Region

Report by:
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River Cleanup & Digital Marketing Manager



RIVER CLEANUP for 2023

RIVER CLEANUP HIGHLIGHTS FOR THE YEAR

UP2U Trash Bags Distributed

70,000 +

Pounds of Trash Collected

3,272

Volunteers

215

Dumpsters

19

Donated to Nonprofits

\$9,000 +

Total Nonprofits Benefitted

13

Volunteer group engagement reached unprecedented levels, thanks to favorable river conditions during the summer and increased marketing efforts. Several groups organized multiple cleanups, raising funds for their respective organizations.

Despite weather-related challenges, the Annual Frio River Trash Bash saw an impressive turnout, with over 200 volunteers registered, although only 85 were able to participate. THCRR generously donated \$3,825 to local nonprofits, and the cleanup efforts resulted in the collection of over 500 pounds of trash.

Texas Hill Country River Region (THCRR) collaborated with Texas Wanderers, a Texas Travel Influencer, to amplify awareness about Yellow UP2U Bags and river cleanups.

Looking ahead, THCRR plans to sustain its volunteer program from March to October 2024 and will host the Annual Frio River Trash Bash on September 14th. The organization will continue to leverage email communication and social media platforms for ongoing marketing efforts.



RIVER CONTRACTOR: NO LIMITS

In the current year, THCRP extended an invitation for bids to appoint a River Cleanup Contractor. Out of the three proposals received, No Limits out of Uvalde, Texas, secured the winning bid.

No Limits committed to:

- In-season weekly cleanups
- Bi-weekly distribution of UP2U Bags (May-September)
- Off-season callouts as necessary

No Limits conducted 122 cleanups on the Nueces, 116 on the Frio, and 3 on the Sabinal. They identified problematic areas as 19 Mile Crossing, Chalk Bluff Park, and County Road 408 while noting minimal trash areas at the Happy Hollow float and Utopia Park.

The crew sported shirts featuring "No Limits" and "Don't Trash Where You Splash" logos, along with car magnets, yellow bags, grabbers, and kayaks to enhance visibility during cleanup efforts.

Communication with No Limits stood out, and any concerns raised by commissioners, property owners, locals, or tourists were promptly addressed.



DUMPSTER CONTRACTOR: STRD

The year started with Republic Services handling river trash disposal. However, in April, Republic opted to terminate its services, effective mid-May.

Promptly responding to this development, THCRP initiated a search for alternative disposal companies in the vicinity. After considering bids from two companies, the board voted for STRD out of Hondo, Texas, to assume services, placing 19 dumpsters along the river crossing on the Frio River.

STRD commenced operations on May 15th and has proven to be exceptionally prompt in addressing any issues and displaying a willingness to assist in any possible way.

Scheduled Pickup:

- Memorial Day to Labor Day: STRD will collect trash on Mondays and Thursdays
- Labor Day to Memorial Day: STRD will collect trash on Thursdays

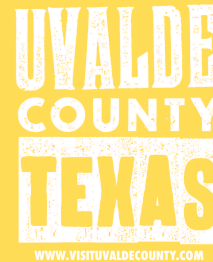


South Texas Refuse Disposal Inc.

Dumpster are for river trash only
& Yellow  River Bags.

Tag us in your pictures!

@VisitUvaldeCounty



STRATEGIES FOR IMPROVED ENGAGEMENT

We aim to raise awareness about litter and inspire both tourists and locals to responsibly discard river trash in designated bins, minimizing the presence of unsightly litter.

Word-of-Mouth Marketing

THCRR remains active in participating in events and delivering presentations about the river cleanup program to local clubs, schools, and various gatherings.

Email Marketing

THCRR distributed multiple emails to local businesses, clubs, and schools. THCRR also sent information to philanthropic organizations throughout the state.



MOBILE CLASSROOM

To enlighten and involve students in understanding the consequences of pollution and its long-term effects.

THCRR has joined forces with the Nueces River Authority to introduce a mobile classroom initiative for Uvalde County students and the Uvalde County Ag Fair.

Project Scope:

The curriculum aligns with the Texas Assessment of Knowledge and Skills (TEKS) for 5th and 7th-grade students. The NRA teaching staff will utilize their seven-foot aquifer model and acclaimed science curriculum to illustrate watershed functionality, non-point source pollution, and the interconnectedness of creeks, aquifers, and the bay.

Following a slideshow presentation and an interactive demonstration using the model, students will be invited to sign a litter prevention pledge while receiving a Yellow UP2U trash bag.

To assess subject retention, students will be provided with follow-up coursework to take home to their families. The teacher will also be given follow-up course work to use throughout the remainder of the year.

In Return:

After each program, the NRA will furnish THCRR with photographs and student participation numbers, enabling us to use this information on social media and enhance awareness.

FLOAT. CLEAN. FUND.

Get paid to clean the river!



- \$15 per person per hour. The funds can go to any nonprofit of your choice.
- local school
 - school club/team
 - charity of your choice
 - little league
- The list goes on!

Email Hailey to get started! Hailey@VisitUvaldeCounty.com

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For more information check out our website!
www.UvaldeCountyCleanRivers.com
 Texas Hill Country River Region
 P. O. Box 52
 Concan, Texas 78838

Uvalde County River Cleanup Recap of Summer 2023

215 Volunteers
Cleaned for
60.5 Hours
Benefitting
13 Non-Profits
Cleaning up
3,272 Pounds of Trash
Using
19 Dumpsters
Donating
\$9,000.00+

Thanks to:
 Earl Warren High School Astronomy Club
 Team Sailing the Great Clips
 Sabinal High School Girls Athletics
 San Marcos River Foundation
 Leakey ISD Varsity Cheer
 HEB #871
 Uvalde Classical Academy
 ORMA Athletics
 Church of Jesus Christ of Latter-Day Saints
 Uvalde HEB
 John Blanton II, Children of the Republic of Texas

Donations made to:
 Friends of Garner
 Under 18.17.17.17 Party
 Sabinal ISD
 San Marcos River Foundation
 Leakey Cheer
 Uvalde Classical Academy
 St. Dominick Catholic Foundation
 ORMA Athletics
 The Eyes of the San Marcos River
 Uvalde Food Pantry
 The Church of Jesus Christ of Latter-Day Saints
 Briscoe Animal Resource Center
 Uvalde Food Pantry
 John Blanton II CRT Chapter
 Friends of Garner
 *Waiting for follow-up to send the check.

This is an ongoing program funded by the Uvalde County
 Hotel/Motel Tax. If you are interested in volunteering,
 please reach out to Hailey Hart.
 Email: Hailey@VisitUvaldeCounty.com
 Office: 830-232-4310



IMPROVE OUR MARKETING PLAN

- Use brand awareness
- Mail post cards to local groups, schools, etc.
- Reach out to other river cleanup groups

- Fresh flyers, postcards, and marketing materials were crafted to align with the brand's colors, fonts, and logo.
- Every volunteer received teal "Don't Trash Where You Splash" t-shirts this year, and this practice will persist in the upcoming year.
- The "Don't Trash Where You Splash" billboard on Highway 83 has been finished.
- THCR staff actively participated in various events, delivering talks to educate the public about the program.

Uvalde County River Contractor Recap of Summer 2023

Memorial Day - Labor Day

Number of cleans
Nueces(122)
 19 Mile Bridge - 30
 Chalk Bluff - 30
 Cookie Park Dam - 30
 County Road 408 - 18
 County Road 410 - 4
 County Road 412 - 4
 County Road 414 - 4
 County Road 416 - 4

Frio(116)
 1050 Crossing - 18
 Magers - 18
 7 Bluffs - 25
 Comanche - 20
 Neal's - 20
 County Line to Happy Hollow - 3
 7 Bluffs to Kenneth Arthur - 6
 Kenneth Arthur to Neal's - 6

Sabinal(3)
 Utopia Park - 3

Problem Areas:
 19 Mile, Chalk Bluff, County Road 408

Minimal Trash Areas:
 Utopia Park & Happy Hollow

Employees:
 May - July 7th: 4
 July 10th - August 18th: 3
 August 21st - Present: 3

Most Picked up:
 Canopies, Diapers, Twisted Tea Cans, Michelob Ultra Cans & Tubes

5,000+
 pounds of trash picked up

1,000+
 Yellow bags were handed out while cleaning

70,000+
 Yellow bags distributed to local businesses

NO LIMITS!
 Landscaping • Painting • Construction

****Canopies were a problem everywhere****
 We will still continue to clean on a call-out basis during the off-season.

OUR GOALS FOR 2024

Continue educating all of those who frequent our rivers in our litter prevention efforts.

Yellow Boxes

In the year 2023, THCRR approached Uvalde County Schools with a proposal for a Yellow Box creation contest. Knippa ISD was the exclusive participant and has committed to constructing additional boxes and/or prototypes until our expectations are met.

Yellow UP2U Bags

THCRR is dedicated to promoting UP2U Bags and Dumpsters to increase brand visibility not just in Uvalde County but also in neighboring counties and areas. The objective is to cultivate a collective brand awareness focused on preserving river cleanliness. This involves encouraging these areas to purchase their own bags, incorporating the same or similar information rather than providing them directly.

Mobile Classroom

Our mobile classroom will serve as an opportunity for students, teachers, administrators, and the community to learn about pollution and value our precious water resources.



**THE FOLLOWING PAGES
ARE A RECAP FROM
2023 RIVER CLEANUP,
RIVER CONTRACTOR
AND ANNUAL FRIO
RIVER TRASH BASH.**

Uvalde County River Cleanup

Recap of Summer 2023

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Team Sailing dba Great Clips
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Leakey ISD Varsity Cheer
HEB #671
Uvalde Classical Academy
OMNIA Athletics
Church of Jesus Christ of Latter-Day Saints
Uvalde HEB
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St. Donivan Autism Foundation
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The Eyes of the San Marcos River
The Church of Jesus Christ of Latter-Day Saints
Briscoe Animal Resource Center
Uvalde Food Pantry*
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Yellow bags
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Uvalde County Trash Bash Recap

September 16, 2023

85 Volunteers

Picked up

500 Pounds of Trash

Donating

\$3,825

Donations made to:

Concan VFD

Uvalde VFD

Knippa VFD

Knippa Ladies VFD

and many more not for profit organizations

