

Letter of Transmittal

January 31, 2010

Jan Golden
Rockville City Government
111 Maryland Avenue
Rockville, MD 20850

Dear Mrs. Jan Golden,

Over the past three summers I have worked for the Rockville Department of Recreations and Parks. Over this time I have come to know and value the time, effort and resourcefulness of all the employees involved in this Department. As a Department Leader you value feedback from your employees. Over the past several years the City of Rockville as well as the departments within the city have made a valiant effort in "Going Green". I believe that every person has a duty to uphold this idea and therefore I have a few suggestions on how the Department of Recreations and Parks can adhere to this philosophy.

As the world moves to more environmentally friendly options, I believe that the Department should as well. I have outlined a few steps that are small but will make a big difference. First, plastic water bottles should be banned from all of our summer camps. Over forty million bottles of water are thrown away or become litter each day. Since summer camp is meant to be fun, children could be asked to bring reusable water bottles each day, and everyday that the children do this, a different reward could be put in place. By implementing these small requirements we will actually be demonstrating to the children on the importance of environmental awareness. Secondly, the arts and crafts camps are doing a poor job on limiting the use of waste each day. I have been in a classroom at the end of a camp day and seen the wasted paper on the ground that is then tossed into a waste bin. Recycling bins are just as easy to toss paper into. Again making this fun for kids is what summer camp is all about. At the beginning of each session we could have kids create their own classroom recycling center, have them paint bins with liquid chalkboard and then write what the bin is for. By making a creative project out of recycling the children will absorb what it is we are instilling in them. Decreasing the Departments carbon footprint is a noble and important part of "Going Green" for our community.

By pitching in and instilling these small requirements, we will not only be helping our community but the world. I appreciate your time in reading this letter, and hope that this summer we will see a change not only in our camp, but in the children as well.

Sincerely,

Megan Cowles

Rockville Recreation & Parks

Summer Camp



Increasing Environmental Awareness
Rockville Recreation & Parks
Summer Camps 2010

Prepared for

Jan Golden

Rockville Recreation & Parks

Director

By

Megan Cowles

Summer Camp Employee &

Recent West Virginia University Graduate

In Communication Studies

April 21, 2010

Executive Summary

In today's society, instilling important information into the youth is very important. By creating an environment where learning and helping the community is a fun task, children will grow up wanting to help the environment and their community. The task at hand involves each camp receiving three garbage bins, chalkboard paint, chalk, stickers and prizes to be determined. The estimated cost for the supplies would be \$50.00 per campsite. Each camp will then have their campers paint the bins and write in chalk what the bins correspond to. Each camp will also be in charge of relaying the importance of using reusable water bottles. Teaching the children recycling can be fun can be done by implementing games and prizes for being environmentally conscious. Everyday that a child brings a reusable water bottle, the child will receive a sticker beside their name. At the end of the week the children with the most stickers get a prize.

Introduction

I know that Rockville Recreation & Parks values the opinion of its employees. I also know that the Organization respects and values new and innovative ways to increase community contribution and satisfaction. I request permission to enforce more environmentally conscious ideals throughout Rockville Summer Camps in the coming term of 2010. I will be outlining several small endeavors that will increase productivity in terms of increasing awareness about issues pertaining to our community.

I believe that with a few small ideas, our community as a whole will be effected for the better. By instilling environmentally-conscious values into the children in our community we will be able to help our Community's future. By implementing recycling bins, outlawing plastic water bottles while introducing reusable containers as well as creating activities and crafts to excite the camps are a small and inexpensive ways to increase awareness. The total cost of implementing these bins and the crafts together would cost between 200 – 300 dollars.

Background

During the 2009 summer session, there were many things I saw personally that I know can be improved upon. The quality of the camps is excellent but some of the procedures encouraged throughout the day are not as environmentally-conscious as they could be. For example, the arts & crafts camp goes through a lot of paper each day, whether be due to children making a hand puppet or just coloring on their free time. At the end of each

activity and at the end of each day, the paper used by the campers and staff is thrown into a garbage bin. Although the campers take some of their crafts home, the majority of what is made throughout the day simply gets tossed in to the waste basket. At the outdoor sports camps the campers bring plastic water bottles each day and often more than one. When the camper is through using the bottle he or she then simply throws the plastic into the trash. This goes for not only water bottles but for all recyclables such as their cans at lunch. The main point is that there are a lot of recyclable items that do not make it into recycling bins but rather garbage bins.

Recycling Facts

- Americans go through twenty-five billion plastic bottles each year
- If American households recycled one out of every ten plastic bottles then there would be two-hundred million pounds of plastic not in a landfill
- Each of us uses approximately one 100-foot-tall Douglas fir tree in paper and wood products per year
- Recycling paper instead of making it from new material generates 74 percent less air pollution and uses 50 percent less water.

Problem

The main problem is not having recycling throughout the camps. There are simply not enough bins in each summer camp location. The problem with this is that by simply tossing recyclables into the garbage, they are going to be spending a lifetime in a landfill.

In a landfill a plastic water bottle can take up to 1000 years to fully decompose. That is over 10 lifetimes. An aluminum can, can take 200-500 years to fully decompose, but if recycled it can be reused within 6 weeks. Although paper does not take very long at all to decompose (approximately 1 month for a paper bag) there are still better uses when recycled than when in a landfill.

Solution

The solution I have come up with will not only help our community become more environmentally friendly, but it will also instill in children how to be environmentally responsible in the future. In the beginning of each summer camp session we will make a fun activity for each of the camps since camp is supposed to be fun. Each camp will be assigned three bins, one for plastic, one for aluminum and one for paper. One for glass is not needed since glass items are banned already from summer camps. Each camp will also receive chalkboard paint and chalk. By having the children write on the bins what each bin is made for, it helps instill a sense of leadership. Although plastic non-reusable water bottles should be banned from camps, a lot of parents may have a problem with this since they are so easily accessible. Instead encouraging each camper to bring a reusable water bottle each day to camp should be enforced. Each day that each camper brings a reusable water bottle, each camper will receive a gold star. At the end of each week the campers with the most gold stars will win a small prize. By making these activities fun, the children are more likely to continue the behavior in the future.

Schedule of Implementation

Beginning on June 21, 2010 each summer camp will receive the supplies necessary to complete the tasks. June 28, 2010 the prizes will be given out to each camper that successfully complies with the guidelines places each session. This system will be repeated every two weeks for four sessions until the camp season ends on August 6, 2010.

Budget

Chalkboard paint: $\$1.99 \times 10 \text{ camps} = \19.99

Chalk: $\$0.50 \times 10 \text{ camps} = \5.00

Poster Board: $\$0.85 \times 10 \text{ camps} \times 4 \text{ sessions} = \34.00

Recycling Bins: $\$7.99 \times 3 \text{ bins per camp} \times 10 \text{ camps} = \239.70

Prizes: Varied per session

Works Cited

"Recycle City." *US Environmental Protection Agency*. Web. 25 Apr. 2010.

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College. Web. 25 Apr. 2010. <<http://www.oberlin.edu/recycle/facts.html>>.

"Summer Camps." *Rockville, Maryland - Official Web Site*. Web. 25 Apr. 2010.

<<http://www.rockvillemd.gov/recreation/guide/summercamps.htm>>.