
Margaret N. Rees
University of Nevada, Las Vegas, peg.rees@unlv.edu

Follow this and additional works at: http://digitalscholarship.unlv.edu/pli_litter

Part of the Advertising and Promotion Management Commons, Civic and Community Engagement Commons, Environmental Health and Protection Commons, Natural Resources and Conservation Commons, and the Sustainability Commons

Repository Citation

This Report is brought to you for free and open access by the Public Lands Institute at Digital Scholarship@UNLV. It has been accepted for inclusion in Anti-littering Programs by an authorized administrator of Digital Scholarship@UNLV. For more information, please contact digitalscholarship@unlv.edu.
Executive Summary

- Don’t Trash Nevada roll-out event held on October 12, 2006.
- Program website launched.
- 74 people have taken the on-line anti-litter and dumping pledge.
- Public-private partnership with Republic Services of Southern Nevada generated $11,917.97 in donations to Don’t Trash Nevada.
- Conducted 3 volunteer and 1 alternative workforce clean-ups this quarter.
- Fulfilled deliverable of 12 clean-ups for 2006 (9 volunteer / 3 alternative workforce).
- 16 volunteer clean-ups scheduled for 2007.
- Two tons of agency-generated paper recycled this quarter, saving 14,000 gallons of water, 34 trees, and almost 8 cubic yards of landfill space.
- Phase I judicial analysis draft report completed and submitted to the Law Enforcement Team for review and comment.

Summary of Attachments

- Meeting Agendas and Minutes
- Roll-Out Event Photographs
- Sample Media Coverage of Roll-Out Event
- Media Buy Summary
- Don’t Trash Nevada
- Anti-Litter and Dumping Pledge
- 2007 Volunteer Clean-Up Events

Collaboration with Interagency Teams

This quarter, the Interagency Anti-Litter Team met two times, on November 8, 2006, and December 13, 2006 (see attached agendas and minutes). The October meeting was replaced by planning sessions for the program roll-out event held on October 12, 2006. The team continues to meet on a monthly basis and is providing direction on all four subtasks as detailed below.

The team continues to pursue opportunities to improve the collaborative process with other interagency teams. On December 12, 2006, Project Manager Doug Joslin attended a meeting with the team and SNAP Executive Director Jennifer Haley to discuss possible improvements to
the planning and implementation of interagency public events. A review and analysis of the Anti-litter Team’s recent experience with the Don’t Trash Nevada roll-out event was a key topic.

Task 1: Strategic Planning and Project Management

The team continues to draft the strategic plan.

Recycling Efforts

As noted in previous quarterly reports, Project Manager Doug Joslin represents the interagency team on the Southern Nevada Recycling Advisory Committee (RAC). The goal of this committee is to make recycling recommendations to policy makers in southern Nevada. This committee will be a source of information and research for recycling opportunities that could be made available to the public lands. The RAC met three times this quarter and is providing valuable insights regarding the state of recycling in southern Nevada, which continues to be a challenge in Clark County, with recycling rates below 20% for the past 10 years. Service providers are few, and the distance traveling to many of the public lands locations makes servicing difficult.

The interagency team implemented one immediate option for increased recycling through a partnership with the Abitibi Paper Retriever® Program, and two recycling dumpsters are in use at the National Park Service warehouse in Boulder City. As of December 31, 2006, the NPS had recycled almost two tons of paper, saving 14,000 gallons of water, 34 trees, and almost 8 cubic yards of landfill space. The team has continued to pursue placing additional recycling dumpsters at the Interagency Building in Las Vegas but, to date, has encountered difficulties in securing an affirmative decision from appropriate levels of agency management. These efforts will continue in the next quarter.

Task 2: Messaging Campaign

On October 12, 2006, the Anti-Litter Team held a very successful roll-out event (see attached photographs) for the Don’t Trash Nevada messaging campaign. The Southern Nevada Agency Partnership, the Public Lands Institute, Nevada Senator John Ensign, community partners, and volunteers also participated in the event, which included an area-wide clean-up. The messaging campaign includes television, newspaper, billboard, radio, and other media products. The main goals of the campaign are to educate residents and visitors about the problems and costs associated with litter and desert dumping, and, more important, to encourage prevention. The roll-out event was covered by local television stations KLAS-TV, KVBC-TV, and KVVU-TV. Each station provided news coverage for the event. Select stations also produced stories about illegal dumping that aired around the time of the event (see attached examples). Republic Services of Southern Nevada sponsored a barbecue for the participants through an in-kind donation of $1,900 secured by Project Manager Doug Joslin.

The team continues to work on the campaign plan to maintain the momentum. A modification to the task agreement is currently under review by the Bureau of Land Management, which will allocate more resources to the messaging campaign.

Another element of the messaging campaign plan currently being pursued by the team is public-private partnerships. Project Manager Doug Joslin is currently working with Republic Services of Southern Nevada (RSSN) and Forever Resorts. Republic Services has agreed to collaborate
with Don’t Trash Nevada to extend the campaign’s reach by purchasing $10,000 of print ads that highlight available services that can reduce illegal dumping. For example, many people do not know that a RSSN customer can use transfer stations at no charge for disposing of large or bulky items. Promoting this fact can help reduce illegal dumping by making customers aware of legal disposal options. Other examples of services that can be promoted through this partnership include household hazardous waste collection, landfill usage, curbside collection options, and e-waste recycling.

Forever Resorts is currently in discussions with the Anti-Litter Team to help publicize the Don’t Trash Nevada campaign through the use of promotional materials made available to their customers at Lake Mead National Recreation Area concessions. For example, trash bags provided to boaters can bear the Don’t Trash Nevada logo, written materials could feature the logo, and signage might highlight the overall campaign. These options are currently being pursued, and discussions will resume in January 2007.

### SUMMARY OF EVENTS LEADING TO CAMPAIGN LAUNCH AND MEDIA BUY

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team presents final draft of Messaging Campaign to SNAP Board</td>
<td>June 2, 2006</td>
</tr>
<tr>
<td>Team receives e-mail confirming Board approval with suggestions.</td>
<td>June 3, 2006</td>
</tr>
<tr>
<td>IVP, TPIA, and PA Teams meet to begin planning</td>
<td>July 11, 2006</td>
</tr>
<tr>
<td>Team planning for September 30, 2006 event</td>
<td>July-August</td>
</tr>
<tr>
<td>Team briefs SNAP Board. Board recommends substantive changes.</td>
<td>August 25, 2006</td>
</tr>
<tr>
<td>IVP, TPIA, and PA Teams meet and make changes in accordance with SNAP Board recommendations</td>
<td>August 28, 2006</td>
</tr>
<tr>
<td>Board approves revised event plan</td>
<td>August 30, 2006</td>
</tr>
<tr>
<td>Planning and implementation of October 12, 2006 roll-out event in accordance with Event Management Plan of Operations.</td>
<td>September-October</td>
</tr>
<tr>
<td>Roll-out event</td>
<td>October 12, 2006</td>
</tr>
<tr>
<td>Media buy plan implemented</td>
<td>October 2006-March 2007</td>
</tr>
</tbody>
</table>

### Media Buys

The media buys for the campaign began on October 13, 2006, with initial placements occurring between October and December 2006. In the first stage of the plan, advertisements were placed in local newspapers (both English-language and Spanish-language), on Spanish radio, on billboards, and in movie theaters. A second media run is planned for January-March 2007 (see attached summary). The Anti-Litter Team hopes to complete the Republic Services collaboration in time to place print ads in early 2007.

### Program Website

The Don’t Trash Nevada official website (www.donttrashnevada.org) was launched on October 12, 2006, to coincide with the roll-out event. The site has been well received and includes information related to illegal dumping and litter prevention. Data for the period October 12-December 14, 2006, indicate 46,156 successful server requests have been executed, and 3,173 successful page requests were processed. These data will be tracked going forward and described in future reports.
A special feature of the website is an anti-litter pledge (see attached). The pledge allows site visitors to take a proactive step in showing their support for clean public lands. Since October, 74 people have signed the on-line pledge. This is a remarkable statistic given that no separate marketing of the pledge has been done. People who take the pledge are sent a thank you card, a Don’t Trash Nevada lapel pin, and a trash bag bearing the Don’t Trash Nevada logo and website address, to further encourage campaign visibility and outreach.

Task 3: Litter and Desert Dumping Clean-ups

Twelve clean-up events were held in 2006, which led to the removal of 348 cubic yards of waste from Southern Nevada public lands and involved more than 600 people. Of these events, four were held during the past quarter.

Volunteer Clean-Up Events

The Interagency Anti-Litter Team completed three volunteer clean-ups this quarter:

- October 12, 2006 – A volunteer clean-up event was held during the messaging campaign roll-out. Twenty volunteers worked for 2.5 hours cleaning up an area of the Rainbow Gardens ACEC and removing 25 cubic yards of waste.

- November 15 and December 7, 2006 – The Interagency Anti-Litter Team supported the Bailey Middle School clean-up of the Great Unconformity, a site located on BLM land in northeast Las Vegas. Fifty students at each event removed, respectively, 5 cubic yards and 7 cubic yards of trash that accumulates around this popular littering site. The Anti-Litter Team has made a commitment to support the school’s monthly clean-ups at this site and is pursuing efforts to have the school registered as a Take Pride in America School.

According to the Point of Light Foundation, which provides data for calculating the economic impact of volunteers, Anti-Litter Team events to date have had an economic impact exceeding $48,000.00 (see charts below and next page)
Economic impact of volunteers

<table>
<thead>
<tr>
<th>Period</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan-Mar 2006</td>
<td>$29,204.90</td>
</tr>
<tr>
<td>Apr-June 2006</td>
<td>$11,010.50</td>
</tr>
<tr>
<td>July-Sept 2006</td>
<td>$0.00</td>
</tr>
<tr>
<td>Oct-Dec 2006</td>
<td>$8,122.50</td>
</tr>
<tr>
<td>Year to date</td>
<td>$48,337.90</td>
</tr>
</tbody>
</table>

Cubic yards of waste removed by volunteers

<table>
<thead>
<tr>
<th>Period</th>
<th>Cubic Yards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan-Mar 2006</td>
<td>70</td>
</tr>
<tr>
<td>Apr-June 2006</td>
<td>111</td>
</tr>
<tr>
<td>July-Sept 2006</td>
<td>0</td>
</tr>
<tr>
<td>Oct-Dec 2006</td>
<td>37</td>
</tr>
<tr>
<td>Year to date</td>
<td>218</td>
</tr>
</tbody>
</table>
Alternative Work Force Clean-Up Events

The Anti-Litter Team completed one alternative workforce clean-up this quarter. A 12-person work crew from the Nevada Division of Forestry’s Indian Springs Conservation Camp removed 10 cubic yards of waste from the Corn Creek access road on November 13, 2006. This road leads to the Corn Creek Station located on the Desert National Wildlife Refuge. This marks the third time in 2006 the Anti-Litter Team has worked on a project with the Nevada Division of Forestry to comply with the task agreement deliverable calling for alternative work force clean-ups.
Future Events

In calendar year 2007, the Interagency Anti-Litter Team will make every effort to exceed its goal of 12 clean-ups during Year 3 of the task agreement (see attached schedule). The team is constantly refining and improving the planning and implementation of events. To assist in this endeavor, partnerships with the Interagency Volunteer Team are being discussed as well as meaningful collaborations with the Interagency Restoration Team and the Interagency Law Enforcement Team. The team has also begun scheduling additional alternative work force clean-ups, and three sites have tentatively been identified. Site visits with NDF supervisors are planned for January 2007.

Task 4: Judicial System Analysis

A draft of the judicial analysis was forwarded in September 2007 to members of the Law Enforcement Team for its review. The LE Team reviewed the document and shared concerns with the Anti-Litter Team on October 27, 2006. Initial feedback concerning the report centered on possible redundancy of efforts between the Law Enforcement Team’s deliverables and the Anti-Litter Team’s deliverables. A concern regarding interpretations of some statutes as they appear in the draft report was also raised by the LE Team. The Anti-Litter Team discussed these concerns with SNAP Executive Director Jennifer Haley, who suggested a joint meeting to review the concerns and recommend a course of action. To date, efforts to secure a meeting date and time have been unsuccessful, but a meeting date in January 2007 is currently being pursued.

Submitted by:

Margaret N. Rees, Principal Investigator

December 31, 2006
Date
Meeting Agendas and Minutes
Anti Litter Team Meeting

"THE A-TEAM"

Date: November 8, 2006
Time: 9:00am – 3:00pm (only if needed)
Location: National Park Service Alan Bible Visitors Center
Meeting called by: Lisa Christianson and Douglas Joslin

Please bring:

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic, description, and desired outcome(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00-9:15</td>
<td>Greetings</td>
</tr>
<tr>
<td>9:05-9:30</td>
<td>Expanded team meeting time and review of locations.</td>
</tr>
<tr>
<td></td>
<td>The team supported the expanded time but we do need to discuss new meeting norms for the new time frame. Lunch, breaks, cell phone usage, missed meetings, etc. should be clarified, especially lunch. The team will also review upcoming meeting locations and confirm room availability for the new time at the locations selected.</td>
</tr>
<tr>
<td>Desired Outcome:</td>
<td>1. Discuss group expectations for new meeting time set 2007 meeting locations</td>
</tr>
<tr>
<td>9:30-10:00</td>
<td>Update:</td>
</tr>
<tr>
<td></td>
<td>A chance for the team to update other team members on matters affecting the team. Doug will have updates on:</td>
</tr>
<tr>
<td></td>
<td>Don't flush Nevada website</td>
</tr>
<tr>
<td></td>
<td>Clean-ups</td>
</tr>
<tr>
<td></td>
<td>November 13th NDF crew at Corn Creek</td>
</tr>
<tr>
<td></td>
<td>BLM clean-up in Mesquite for December?</td>
</tr>
<tr>
<td></td>
<td>Who has numbers and paperwork from roll-out?</td>
</tr>
<tr>
<td></td>
<td>Numbers from DTM site</td>
</tr>
<tr>
<td></td>
<td>Amount of waste collected by team events</td>
</tr>
<tr>
<td></td>
<td>Great Unconformity team support</td>
</tr>
<tr>
<td></td>
<td>Ad inappropriate?</td>
</tr>
<tr>
<td></td>
<td>Republic project</td>
</tr>
<tr>
<td>Desired Outcome:</td>
<td>1. BRIEFLY keep all up to speed</td>
</tr>
<tr>
<td>10:00-10:30</td>
<td>Clean-ups</td>
</tr>
<tr>
<td></td>
<td>Doug Joslin</td>
</tr>
<tr>
<td></td>
<td>Deliverables indicate 12 per year. As of November 3, 2006 we have completed 9 clean-ups. We have done.</td>
</tr>
<tr>
<td></td>
<td>1. 7 Volunteer Clean-ups</td>
</tr>
<tr>
<td></td>
<td>* 5 NPS</td>
</tr>
</tbody>
</table>
1. USEFW
2. BLM

2. NDF Clean-ups
   1. USEFW

We are 2 behind the pace (using calendar year) as we had only one planned in July/August which was cancelled due to weather and the September/October plans being influenced by the roll-out. We need to decide what to do moving forward.

Desired outcome:
1. How and where to do coming events
2. Currently have a December event and 3 February events in the hopper

<table>
<thead>
<tr>
<th>10:30-11:00</th>
<th>TPFA Clean-up</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Doug Joslin</td>
</tr>
<tr>
<td></td>
<td>The TPFA national office called and would like to do an event on February 24th with us. Some key people from TPFA will be here for a conference of school principals and would like to do an event featuring schools and highlighting the TPFA schools program. I thought the BLM property at the Great Unconformity would be a great option. Any other ideas?</td>
</tr>
</tbody>
</table>

Desired outcome:
1. A plan to work on a Feb 24th event with TPFA

| 11:00-11:15 | Break |

<table>
<thead>
<tr>
<th>11:15-11:30</th>
<th>BLM Clean-up between Lake Mead Blvd and Carey Ave</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Doug Joslin</td>
</tr>
<tr>
<td></td>
<td>A Metro Sgt. approached Doug at the roll-out and asked about working on a site that is very near the firing range used by Metro, FBI, ATF, DHS, and about 20 other state and federal agencies. What does the team say about making the site a clean-up project?</td>
</tr>
</tbody>
</table>

Desired outcome:
1. Thoughts and possible plan for litter and dumping team clean-up between Carey and Lake Mead

<table>
<thead>
<tr>
<th>11:30-12:00</th>
<th>Round 5 task order</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The round 5 task order has not been completed. The rules and expectations for the nominations and task orders is sometimes confusing. A group discussion to clarify current status, expectations, and plans for completing the task order will be discussed.</td>
</tr>
</tbody>
</table>

Desired outcome:
1. Clarification of and planning for, the round 5 task order

| 12:00-1:00 | Lunch ????? Subject to decisions from morning |

<table>
<thead>
<tr>
<th>1:00-1:30</th>
<th>Round 6 task order</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The round 6 task order has not been completed. The rules and expectations for the nominations and task orders is sometimes confusing. A group discussion to clarify current status, expectations, and plans for completing the task order will be discussed.</td>
</tr>
</tbody>
</table>

Desired outcome:
1. Clarification of and planning for, the round 6 task order

<table>
<thead>
<tr>
<th>1:30-2:00</th>
<th>Round 7 Nomination and Task Order</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The round 7 nomination was prepared by Lisa Christianson. She will provide a summary of</td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
</tr>
<tr>
<td>--------</td>
<td>--------------------------------------------</td>
</tr>
<tr>
<td>2:00-1:20</td>
<td>Judicial Analysis</td>
</tr>
<tr>
<td>2:20-2:50</td>
<td>Charter</td>
</tr>
<tr>
<td>2:30-3:00</td>
<td>Roundtable</td>
</tr>
</tbody>
</table>

**Additional Instructions:**

Read charter and bring comments:
Anti Litter and Desert Dumping Team
Meeting Minutes

"THE A-TEAM"

Meeting called by: Doug Joslin and Lisa Christianson
Facilitator: Doug Christianson
Timekeeper: Doug Joslin
Note taker: Doug Joslin

Attendees: Lisa Christianson, Doug Joslin, Nancy Bernard, Erick Walker, Linda Miller

Please read:

Minutes

Agenda item: Expanded team meeting time and review of locations
Completer: Doug Joslin

Discussion:
The team discussed the new time and new rules for the team meetings. The following was approved after discussion:

1. NO MOVING DATES OF MEETINGS
   If a member cannot make a scheduled meeting an alternate may be designated. That alternate
   will be vested with all the team powers as defined by the team charter.
   Lunch will be scheduled for each meeting from 11:30-12:30

2. The team discussed the request from the Law Enforcement Team to have Gordon Gilbert attend team
   meetings. Doug explained what was discussed with Jennifer regarding team members and the fact that
   Talmadge Magro's position had been eliminated by Bill Dickinson and the Board. The team agreed that
   Officer Gilbert would be a welcome addition to the team discussions and would ask him to participate as a
   liaison member.

3. The team set its 2007 meeting dates and times (see attached, GroveSite Calendar, and GroveSite
   documents page)

Conclusions:

Action Items

<table>
<thead>
<tr>
<th>Action Items</th>
<th>Person responsible</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Team members to confirm locations for meeting dates hosted by their office</td>
<td>ALL</td>
<td>The sooner the better</td>
</tr>
</tbody>
</table>
Agenda item: Updates
Presenter: All

Discussion:
1. The team heard updates from members with applicable information

Conclusions:

Action Items

<table>
<thead>
<tr>
<th>Person responsible</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Agenda item: Jennifer Haley updates
Presenter: Jennifer Haley

Discussion:
Jennifer asked for a few minutes at the team meeting to discuss some new direction from the Board. The following items were discussed:
- The Board would like the team to look into maintaining momentum for the messaging campaign—make it a priority focus of our efforts.
- The Board wants the team to develop a new budget for a messaging campaign that is more robust.
- Find money within the current budget to fund the new budget for the messaging campaign
- Make a SAR for the difference
- The board wants a budget for the messaging campaign that includes line item detail i.e. X billboards × Y per billboard.
- Assess rounds 4, 5, and 6 and adjust as necessary, i.e. removing tasks or adding clarifications, etc.
- Possible models for our expanded campaign is “Don’t be a Dinosaur” and “SNWA”
- Jennifer also asked the team to finish the charter ASAP.

Conclusions:

The team needs to complete this process by Jan/Feb

Action Items

<table>
<thead>
<tr>
<th>Person responsible</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nancy Bernard</td>
<td>12</td>
</tr>
</tbody>
</table>

Agenda item: Charter
Presenter: Doug Joslin

Discussion:
1. Final corrections to the charter were discussed. Doug will make final corrections. Team will present charter to Board during January meeting. Revised Charter will be posted to GroveSite for one last review prior to presentation.

Conclusions:
Agenda item: Clean-ups

Discussion:
The following updates were discussed at the team meeting:

1. We will need 2 more clean-ups to meet our calendar year clean-up goal of 12. Doug will try to arrange two more clean-ups by the NDF crews. Possible locations are BLM location approx. one mile east of great unconformity, Jonas paintball area, and the northern end of Decatur.

2. The team needs to schedule 12 events for next year. Team agreed to bring a list of clean-up locations to next meeting for discussion and scheduling.

Conclusions:

Agenda item: PIA Clean-up

Discussion:
The National PIA office has called and would like to do a special clean-up with us in February. They would like it to involve a couple local schools and some land in the city limits. There is a big conference in town that week and they really want to showcase our program and PIA.

Conclusions:
The team thought this was a great idea and concluded a clean-up near the great unconformity with Bailey Middle and Hinckley Elementary would be a good idea. Date will be 2/24/07.

Agenda item: BLM Clean-up between Lake Mead Blvd and Carey Ave.

Discussion:
Metro approached Doug at the roll-out event and asked if our team could help with a clean-up of BLM property located between Carey and Lake Mead. The Metro firing range is located on Carey and the parcel of land south of the range is in need of a clean-up. The clean-up area is located on the north side of Lake Mead Blvd, just past the Great Unconformity local.

Conclusions:
Doug will explore options for a NDF clean-up for the area.

**Action items**

- ✔ Doug to contact NDF about possible clean-up
- ✔
- ✔
- ✔

**Person responsible**: Doug  
**Deadline**: ASAP

**Agenda item**: Round 5 task order  
**Discussion**: Tabled

**Conclusions:**

**Action items**

- ✔
- ✔
- ✔
- ✔

**Person responsible**:  
**Deadline**:  

**Agenda item**: Round 6 task order  
**Discussion**: Tabled

**Conclusions:**

**Action items**

- ✔
- ✔
- ✔
- ✔

**Person responsible**:  
**Deadline**:  

**Agenda item**: Round 7 Nomination and Task Order  
**Discussion**: The round 7 nomination provided to us for review is different from the round 7 nomination submitted by Lisa. Upon review, the current nomination appears to involve BLM but no other agency currently on the TP/ASN team. The entire team felt it best to get clarification about this latest version of the round 7 nomination before moving forward.

**Conclusions:**
<table>
<thead>
<tr>
<th>Action items</th>
<th>Person responsible</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Lisa will seek clarification about the latest version of the round 7</td>
<td>Lisa Christianson</td>
<td>12/13/06</td>
</tr>
<tr>
<td>nomination.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Agenda item:** Judicial Analysis

**Presenter:** Doug Joslin

**Discussion:**

The LE team has reviewed the document and has expressed a few concerns about the accuracy of some of the information. This combined with Jennifer's information regarding the team's focus on messaging, and some team members expressing concern that the TPJA team is not the proper team to be performing a judicial analysis, led to discussions about this task. The team decided that the LE team should be responsible for this task. However, the TPJA team could retain the budget and deliverable but work with the LE team. In this way, the LE team could continue to use UNLV resources. This and other options should be discussed in future meetings.

**Conclusions:**

As part of the board direction and concerns about the judicial analysis, a reassessment of this task should be undertaken.

**Action Items**

| ✓ Set up meeting with Jennifer and LE team to discuss future of the          | Person responsible | Deadline |
| judicial analysis task.                                                    | Doug Joslin        | ASAP     |
|                                                                           |                   |          |

---

**Other Information**

**Observers:**

**Resources:**

**Special notes:**
## Anti Litter Team Meeting

### “THE A-TEAM”

**Date:** December 13, 2006  
**Time:** 9:00am – 3:00pm  
**Location:** USF&W Conference Room, Interagency Office

**Meeting called by:** Lisa Christianson and Douglas Joslin  
**Attendees:** Nancy Bernard  
Nancy Bernard  
Linda Miller  
Robbie McAbey  
Erick Walker  
Gordon Gilbert

Please bring: Clean-up locations for 2007 scheduling. Meeting locations if you have not confirmed for 2007

<table>
<thead>
<tr>
<th>Time</th>
<th>Agenda Item</th>
<th>Participants</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00-9:10</td>
<td>Greetings</td>
<td>All</td>
<td></td>
</tr>
<tr>
<td>9:20-9:30</td>
<td>Updates</td>
<td>All</td>
<td>Anyone who has updates of interest to team members may share them during this portion of the agenda.</td>
</tr>
<tr>
<td>9:30-9:45</td>
<td>2007 meeting schedule</td>
<td>All</td>
<td>Desired outcome: Review and confirm 2007 team meeting schedule</td>
</tr>
<tr>
<td>9:45-10:00</td>
<td>Round 7 status</td>
<td>Lisa Christianson</td>
<td>During the November meeting the team reviewed the round 7 nomination. Several questions were raised concerning the current nomination. Lisa volunteered to seek clarification for the team.</td>
</tr>
<tr>
<td></td>
<td>Desired outcome</td>
<td>Review current status of round 7 nomination</td>
<td></td>
</tr>
<tr>
<td>10:00-11:30</td>
<td>Schedule 2007 clean-ups to reach 12</td>
<td>All</td>
<td>Desired outcome: Schedule 2007 clean-up events</td>
</tr>
<tr>
<td>11:30-12:30</td>
<td>Lunch</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td>Activity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------</td>
<td>---------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:30-1:30</td>
<td>Changes to budget and task agreement for messaging campaign emphasis</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>All</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Board would like the team to look into maintaining momentum for the messaging campaign make it a priority focus of our efforts.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• The Board wants the team to develop a new budget for a messaging campaign that is more robust.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Find money within the current budget to fund the new budget for the messaging campaign.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Make a SAR for the difference.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• The board wants a budget for the messaging campaign that includes line item detail i.e. X billboards and Y per billboard.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Assess rounds 4, 5, and 6 and adjust as necessary, i.e., removing tasks or adding clarifications, etc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Possible models for our expanded campaign are “Don’t be a Dushtole” and “SNWA”.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Doug has a summary of “Don’t be a Dushtole”.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Nancy had stated she may have a contact at SNWA.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Desired outcome:</td>
<td>Discuss how to provide an entirely new budget recommendation and modification to task agreements in 2 months.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30-2:30</td>
<td>Round 5 and 6</td>
</tr>
<tr>
<td></td>
<td>All</td>
</tr>
<tr>
<td></td>
<td>The round 5 task order has not been completed. The rules and expectations for the nominations and task orders is sometimes confusing. A group discussion to clarify current status, expectations, and plans for completing the task order will be discussed.</td>
</tr>
<tr>
<td></td>
<td>The round 6 task order has not been completed. The rules and expectations for the nominations and task orders is sometimes confusing. A group discussion to clarify current status, expectations, and plans for completing the task order will be discussed.</td>
</tr>
<tr>
<td></td>
<td>Removing items and clarifying deliverables is also desired.</td>
</tr>
<tr>
<td>Desired outcome:</td>
<td>Clarification of and planning for the round 5 and 6 task orders.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:30-3:00</td>
<td>Roundtable</td>
</tr>
<tr>
<td></td>
<td>All</td>
</tr>
</tbody>
</table>

Additional Instructions:

January meeting is scheduled for TUESDAY, January 9, 2006. NOT WEDNESDAY.
Anti Litter and Desert Dumping  
Team Meeting Minutes  

Meeting called by: Doug Joolin and Lisa Christianson  
Type of meeting: Monthly Team Meeting  
Facilitator: Doug Joolin  
Note taker: Doug Joolin  
Timekeeper: Doug Joolin  

Attendees: Nancy Bernard, Linda Miller, Doug Joolin, Lisa Christianson  

Absent: Erick Walker  

Minutes

Agenda Item: 2007 meeting schedule  
Presenter: Doug Joolin  
Discussion:  
2007 meeting schedule was finalized and approved. Schedule is attached to minutes, posted to GroveSite documents section, and added to GroveSite calendar.  

Conclusions:

Action Items  

Agenda Item: Round 7 status  
Presenter: Lisa Christianson  
Discussion:  
Lisa will continue to look into round 7 status and report to team as information becomes available

Conclusions:

Team still has questions concerning anti-litter team involvement with rewritten round 7 task agreement.

Action Items  

Agenda Item: Schedule 2007 clean-ups to reach 12  
Presenter: Doug Joolin  
Discussion:
Team discussed clean-up schedule for 2007. Tentative schedule is attached. Planning needs to begin as soon as possible for January and February clean-ups. The TPB event on February 24th is very important. Lisa said she would identify a location for the clean-up and Doug will work with Bailey school.

Conclusions:

<table>
<thead>
<tr>
<th>Action items</th>
<th>Person responsible</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Line up site for 2/24/07</td>
<td>Lisa Christanson</td>
<td>ASAP</td>
</tr>
<tr>
<td>✓ Discuss take pride school program and clean-up with Bailey MS</td>
<td>Doug Joslin</td>
<td>ASAP</td>
</tr>
<tr>
<td>✓ Gans Peak recon</td>
<td>Linda Miller and Doug Joslin</td>
<td>January 12, 2006</td>
</tr>
<tr>
<td>✓ Sloan site planning</td>
<td>Robbie McAbey and Doug Joslin</td>
<td>January 12, 2007</td>
</tr>
</tbody>
</table>

Agenda item: Changes to budget and task agreement for messaging campaign emphasis

Presenter: Doug Joslin

Discussion:

Doug updated team about budget status and possible changes. The budget for Don't be a Dushole was reviewed.

Round 5 funding has been signed and will be coming.
Round 6 task agreement needs to be completed by March.

Team approved Doug to move forward on draft amendments to budget and round 6 task agreement.

Doug will review task agreement process with Tami.

Conclusions:

<table>
<thead>
<tr>
<th>Action items</th>
<th>Person responsible</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Work on possible budget amendments to expand messaging campaign</td>
<td>Doug Joslin</td>
<td>ongoing</td>
</tr>
<tr>
<td>✓ Work on Round 6 task agreement</td>
<td>Doug Joslin</td>
<td>ongoing</td>
</tr>
</tbody>
</table>

Agenda item: Round 5 and 6

Presenter: Doug Joslin

Discussion:

Tabled due to lack of time.

However, did discuss during previous agenda item. Round 5 is approved and round 8 task agreement needs to be completed by March 2007.

Conclusions:

Action items

Other Information

Observers:
Roll-Out Event Photographs
Sample Media Coverage of Roll-Out Event
Computers. Big-screen and not-so-big
televisions. Cell phones and stereos. The
detritus of high-tech civilization is piling up
in Nevada, and all those gizmos come with a
price: They are loaded with potentially toxic
materials.

The easiest way to toss electronic
components is still to throw them in a trash
bin, from which it will ultimately go into a
landfill. Some people take computer screens,
old televisions and other electronic
components out to the desert, where the
material becomes impromptu targets for
would-be gunslingers.

Local, state and federal officials say that
while desert dumping is unusual, any
amount is of concern because electronic
components routinely contain lead,
cadmium, chromium, beryllium, arsenic,
mercury and other metals - even the less
toxic, but valuable, gold.

Like much of the country, Nevada is just
beginning to stress recycling such
components. In neighboring California, a
new program paid $29 million to collect
almost 61 million pounds of recyclable
electronic components last year, according
to Lanny Clavecilla, a spokesman for the
California Integrated Waste Management
Board, a state agency.

Clavecilla said so far this year, the volume
of material gathered is up 90 percent. In the
California program, a fee of $6 to $10 is
collected with the sale of computers,
televisions and other electronic components.
Those fees support a network of collectors
and recyclers.

"It's one of the first of its kind," Clavecilla
said. In California, it is illegal to dump
electronic components such as televisions or
computers into landfills.

John Shegerian, president and co-founder of
Los Angeles' Electronic Recyclers LLC,
sees opportunity in Nevada and elsewhere
for the California e-waste recycling model.

"Electronic waste is the fastest-growing
solid waste stream in the world," Shegerian
said. It is "an industry created out of the
technology revolution, an industry in its
infancy."

Shegerian's company and competitors break
down electronic components and extract the
commodities that can be reused - metals,
plastics and glass. They then sell those
commodities to equipment manufacturers
around the world.

He said that when electronic components go
into a landfill, the metals can seep into the
ground, water and air supply: "When these
components are being used, there's no
problem with them. When it gets to a
landfill, or gets broken, or disposed of
inappropriately, then it becomes a crisis."

In Las Vegas, electronic equipment might
even be more omnipresent than in
California.

"If today you walked into a casino in
Nevada, you are surrounded by electronics," Shegerian said. "Televisions, cameras, slot
machines. When you go home you're
surrounded; when you go into your office,
you're surrounded."

Shegerian, who freely admits he's got an
economic interest in the issue, said he'd like
Nevada and other states to follow
California's lead.
An executive with one of Las Vegas' handful of local electronic recyclers, the Blind Center of Nevada, agreed.

Bob Waldorf, vice president of the Blind Center of Nevada, said his nonprofit agency employs a half-dozen blind people in an operation that last year collected about 160,000 pounds of computers and related electronic equipment in Las Vegas.

The Blind Center works with companies to recycle the material, but Waldorf said just a fraction of the material is being collected.

Most computers, cathode-ray tubes and other equipment are "just being dumped in landfills."

A recycling fee and infrastructure such as the one in California could support more employees at the Blind Center and other companies.

Waldorf said the recovery and recycling of the valuable minerals in electronic materials could be done domestically - for years what recycling has occurred has been exported to Asia - and would support a home-grown industry.

"We definitely could be one of the centers," he said. "The buyers for raw materials are out there."

But it could be tough to pass a law similar to California's. Waldorf said efforts in Nevada's 2005 legislative sessions failed. A few companies, among them industry giant Dell Inc., opposed the recycling fee in California and oppose the exportation of the system to other states.

Caroline Dietz, a spokeswoman for the global computer retailer, said Dell supports recycling and complies with regulations in place, but opposes new government infrastructure and fees: "In general, Dell supports a policy which makes producers responsible for the recovery and recycling of their own branded products to consumers at no charge."

Practicing what the company preaches, Dell has offered free or low-cost recycling options for its customers for years, Dietz said. Beginning this month, the company will begin accepting any Dell-branded product for recycling regardless of whether a replacement product is purchased, she said.

Those without Dell products still have options, said Kathryn Fergus, Southern Nevada recycling coordinator for the Nevada Division of Environmental Protection. She said the state agency hopes to collect electronic components for recycling later this year or next.

Until then, there are a number of companies and sites where people can recycle. The motivation for taking the extra step, Fergus said, would be helping out schools - which can sometimes reuse older equipment - or protecting the environment.

People can find a list of Clark County recyclers at www.ndep.nv.gov/recycl/recycle.htm.

"When you have thousands of computers land-filled, they contain a small amount of contaminants. Thousands can be a problem. We need to get the message out. Contact one of these organizations to see if they can take your computer, printer or fax machine."

Launce Rake can be reached at 259-4127 or at lrake@lasvegassun.com.

Photos: Waste 1 | Waste 2 | Waste 3
Las Vegas SUN main page
Sofas, old mattresses, burned out and broken down cars piled up next to the road.

It's hard to miss the piles of junk dumped by the side of the road near Lake Mead or Red Rock.

Everything from old mattresses to burned out, broken down cars, it's quickly becoming more than a nuisance for the federal government.

Between the four federal land management agencies, the Feds spend hundreds of thousands of dollars a year to clean up the junk. But now they are hoping a new campaign will help put a stop to the destruction of our desert.

It's a regular route for hundreds of drivers coming into the valley everyday.

Unfortunately the area on Sunrise Mountain has also become a place where more and more people are dumping their trash.

It goes far beyond broken beer bottles and old tires.

Channel 8 stopped at a spot right off the highway and counted at least six different sofas, an old console TV, a child's basketball hoop and even a baby stroller that didn't seem in bad shape.

It's also a popular place for construction and landscaping companies to dump their debris for free. There were piles of old carpet, broken cinder blocks and dead trees. Besides being an eye sore, the sites are causing serious damage to plants and animals native to the desert.

"The desert is a very important ecosystem to numerous plants and animals. Some of that are found nowhere else in the world so it's very important that people respect the area and don't dump or litter," Beth Moore of the U.S. Forest Service says.

With thousands of newcomers moving to southern Nevada every month, the government is launching the 'Don't Trash Nevada' campaign to help educate everyone about the importance of the desert.

"It's just the desert - we hear that a lot. So part of our goal is to help change that mindset - to get people to understand. It's not just the desert," Lisa Christianson, Bureau of Land Management, says.

Driving Directions to Volunteer Event: Take I-15 North, exit on Lake Mead Boulevard and drive east for 14 miles. The event will be located on the right-hand side of the road. Signs and parking attendants will guide you to the event grounds.

All content © Copyright 2000 - 2006 WorldNow and KLAS. All Rights Reserved. For more information on this site, please read our Privacy Policy and Terms of Service.
Media Buy Summary
NEWSPAPER

LV Review Journal
4 Col x 10" BW in Business Section & Nevada Section
Circulation: Daily 199,686; Sunday 219,673;

In Business Las Vegas
Junior Page BW (7.5" x 10")
Publishes: Friday Circulation: 10,000

El Tiempo
Junior Page BW (7.5" x 10")
Publishes: Friday Circulation: 10,000

El Mundo
Half Page Vertical BW (6.75" x 10.5")
Publishes: Saturday Circulation: 35,500

Radio

Spanish Radio
KWID 101.9 FM - Regional Mex #1 Spanish #2 Gen Mkt
Metro Networks
:10 second sponsorship - 65x wk
Metro Networks cover 85% of Las Vegas commercial radio

Out-Of-Home Advertising

Lamar Outdoor
I-515 (US95) at Russell North Face Tri-Vision

Cinema Advertising
Rancho Santa Fe, Sun Coast, Orleans, Sam's Town

Radio

Metro Networks
:10 second sponsorship - 65x wk
Metro Networks cover 85% of Las Vegas commercial radio

Out-Of-Home Advertising

Lamar Outdoor
I-515 (US95) at Russell North Face Tri-Vision

Cinema Advertising
Rancho Santa Fe, Sun Coast, Orleans, Sam's Town
Don’t Trash Nevada
Anti-Litter and Dumping Pledge
Take the Pledge

Join us! Take the pledge, then ask ten of your family members or friends to take it too. By acting together, we'll fix the problem together.

Yes, I will take the pledge!

- I pledge to never knowingly litter or dump.
- I promise to use only approved receptacles and/or waste disposal sites.
- I promise to tell others that littering and dumping are not acceptable.
- If I see litter on the ground, I will pick it up and place it in the appropriate container.
- I will volunteer my time, whenever possible, to help with clean-up events.
- I will recycle whenever possible.
- I promise to be a good example to others.

If you choose to sign the pledge, please provide your contact information below:

First Name: 
Last Name: 
Address: 
City: 
Zip: 
Email: 
Phone: 

2007 Volunteer Clean-Up Schedule
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
<th>Land</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 20(^{\text{th}}) or 27(^{\text{th}})</td>
<td>8am-1pm</td>
<td>Gass Peak</td>
<td>USFW</td>
<td>Small strike team due to terrain and access</td>
</tr>
<tr>
<td>January 23(^{\text{rd}}) or 24(^{\text{th}})</td>
<td>9am-1pm</td>
<td>Great Unconformity</td>
<td>BLM</td>
<td>Regular Bailey Middle School event</td>
</tr>
<tr>
<td>February 10(^{\text{th}})</td>
<td>TBD</td>
<td>Sloan Canyon</td>
<td>BLM</td>
<td>UNLV Law student groups</td>
</tr>
<tr>
<td>February 17(^{\text{th}})</td>
<td>TBD</td>
<td>Stewart’s Point (Overton Arm)</td>
<td>NPS</td>
<td>NPS event</td>
</tr>
<tr>
<td>February 23(^{\text{rd}})</td>
<td>9am-1pm</td>
<td>Great Unconformity</td>
<td>BLM</td>
<td>Regular Bailey Middle School event</td>
</tr>
<tr>
<td>February 24(^{\text{th}})</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TPIA event with national TPIA office</td>
</tr>
<tr>
<td>March 17(^{\text{th}})</td>
<td>9am</td>
<td>Searchlight to Cottonwood Cove</td>
<td>NPS/BLM</td>
<td>Forever resorts sponsored event</td>
</tr>
<tr>
<td>March 22(^{\text{nd}})</td>
<td>9am-1pm</td>
<td>Great Unconformity</td>
<td>BLM</td>
<td>Regular Bailey Middle School event</td>
</tr>
<tr>
<td>April 7(^{\text{th}})</td>
<td>8am-1pm</td>
<td>End of Decatur</td>
<td>USFW</td>
<td>Continuing clean-up of high use access point</td>
</tr>
<tr>
<td>April 17(^{\text{th}})</td>
<td>9am-1pm</td>
<td>Great Unconformity</td>
<td>BLM</td>
<td>Regular Bailey Middle School event</td>
</tr>
<tr>
<td>April 28(^{\text{th}})</td>
<td>8am-1pm</td>
<td>Placer Cove</td>
<td>NPS</td>
<td>Land based compliment to eco-dive</td>
</tr>
<tr>
<td>May 5(^{\text{th}})</td>
<td>8am-1pm</td>
<td>Paintball area at end of Jones</td>
<td>BLM</td>
<td>Large area needs many volunteers. may be done cooperatively with Clark County</td>
</tr>
<tr>
<td>October 27(^{\text{th}}) (Make a Difference Day)</td>
<td>8am-1pm</td>
<td>End of Decatur</td>
<td>USFW/BLM</td>
<td>Continuing clean-up of high use access point</td>
</tr>
</tbody>
</table>