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Oct. 5, 2007

TO: Lisa Christianson, Air Quality Specialist
    Bureau of Land Management – Project Inspector

FROM: Dr. Margaret N. Rees
    Executive Director, Public Lands Institute

RE: Oct. 5, 2007 Quarterly Report:
    Cooperative Agreement #FAA010017

Enclosed please find the latest quarterly report for the project titled:

- “Take Pride in America in Southern Nevada.”

The enclosed report reflects activities for the period July 6 – Oct. 5, 2007. Project manager Doug Joslin will ensure the report is posted to Grove Site.

If you have any questions after reviewing this report, please do not hesitate to call me at (702) 895-3890.

MNR:sa

Enclosures (1)
cc: Tami Lucero, SNAP Partnership Specialist
    Nora Devoe, BLM CESU Research Coordinator
    Doug Joslin, Project Manager
Executive Summary

- Don’t Trash Nevada website traffic remains strong despite no separate marketing.
- Project Manager Douglas Joslin has been assisting the IVP team due to the resignation of Donna Grady.
- A new ad created in cooperation with Republic Services of Southern Nevada appeared in five different View newspapers in July.
- The messaging campaign year two plan is in development and will be ready in November.
- Forty-three people took the anti-litter pledge this quarter, bringing the total number of pledges to 431.
- Planning for the Don’t Trash Nevada exhibit at the Las Vegas Natural History Museum continued this quarter.
- Don’t Trash Nevada participated in two public outreach events.
- Don’t Trash Nevada completed four clean-up/restoration projects this quarter. The Anti-litter team conducted 16 events in 2007, which exceeds its goal of 12. The team expects to exceed goals again in 2008.

Summary of Attachments

- Meeting Agendas and Minutes
- Don’t Trash Nevada/Republic Services Advertisement
- USFS Spring Mountains Archery Range Clean-Up

Collaboration with Interagency Teams

The Interagency Anti-Litter Team met twice this quarter, on July 11, 2007 and September 12, 2007 (see attached Agendas and Minutes). The meeting in August was cancelled. The Team continues to meet on a monthly basis and is providing direction on all four subtasks as detailed below.

Project Manager Joslin has been working in cooperation with the Interagency Volunteer Team since the resignation of Donna Grady. Mr. Joslin agreed to help manage all IVP team events including clean-ups, restoration projects, training, and the volunteer recognition event. Mr. Joslin has worked with both the IVP and Take Pride teams on four clean up and restoration projects this
quarter, and is working on the planning and executing another eight events planned for October and November.

**Task 1: Strategic Planning and Project Management**

**Strategic Plan**

The Team continues to draft the strategic plan.

**Recycling Efforts**

Southern Nevada lacks robust public participation even when provided with a market for recyclables. In addition, the federal government and each agency have specific rules regarding procurement and contracting. As such, an attempt to create an interagency plan for recycling is extremely difficult. The Anti-Litter Team is seeking clarification from the Southern Nevada Agency Partnership Board concerning the recycling deliverables of the CESU task agreement and original Conservation Initiative nomination.

**Task 2: Messaging Campaign**

This quarter the Anti-Litter Team oversaw the continued implementation of the approved messaging campaign and media buy. New ads developed with the financial support of Republic Services of Southern Nevada appeared numerous times this quarter. Republic Services provided $10,000 in funding to support the Don’t Trash Nevada messaging campaign, which produced several ads that inform residents of legal alternatives to desert dumping and littering.

As previously reported, the ad that ran in June was developed to encourage recycling as an alternative to littering, and appeared in the regional *View* newspapers that are provided free of charge to households in Southern Nevada. A second ad informing residents that fines are a possible consequence of illegal dumping and educating residents about legal disposal options for bulky waste ran throughout July. The *View* newspapers are circulated in Summerlin, Southeast, Anthem, Centennial, and Clark County (See attached ad copy).

The Don’t Trash Nevada media campaign has had a media presence every month since the campaign rollout. To maintain campaign momentum, the Take Pride interagency team discussed the next phase of the messaging campaign during the September 12, 2007 team meeting. The team reviewed the messaging campaign plan and agreed to work with Aztec Communications to develop year two of the campaign. In response to the team’s advice, Doug Joslin met with Aztec Communications on September 18, 2007. Aztec Communications is currently developing a plan in accordance with the media campaign plan approved by the SNAP Board in 2006. Aztec Communications will recommend any new creative concepts and a media buy to implement year two objectives. Once the plan is developed, the Take Pride team and the Executive Director of SNAP will review it and provide comments.
Program Website

The Don’t Trash Nevada official Web site (www.donttrashnevada.org) launched on October 12, 2006, to coincide with the roll-out-event. The site includes information related to illegal dumping and litter prevention, clean-up events, recycling, household hazardous waste management, and the anti-litter pledge. Data for the period of July-September, 2007 indicate 55,918 successful server requests, and 5,931 successful page requests (See Figure 1 below). The site will continue to be an important component of the messaging campaign. The Take Pride Team is focused on maintaining high traffic levels for the site. The previous four quarters have shown very strong use of the site by the public.

![Don't Trash Nevada Web site traffic by quarter](image)

**Figure 1 shows Don’t Trash Nevada Web Traffic for the past four quarters.**

A special feature of the Web site is the anti-litter pledge (www.donttrashnevada.org/pledge.htm). This pledge gives site visitors the opportunity to take a pro-active stance in supporting clean public lands. Between July and September 2007, 43 people took the pledge. Since the pledge’s inception in October 2006, 431 people have taken the pledge. This is a remarkable statistic given that no separate marketing has been done to drive people to the pledge program. The names of all persons taking the pledge are entered into a spreadsheet for tracking purposes. The pledge is available on the Don’t Trash Nevada Web page and is made available at all public outreach events.

To encourage campaign visibility and outreach, people who take the pledge receive a thank you card, a Don’t Trash Nevada lapel pin, and a trash bag bearing the Don’t Trash Nevada logo and Web site address via the mail.

The next phase of the marketing campaign will include new strategies for increasing Don’t Trash Nevada recognition within the community. Several new ideas for highlighting the pledge as a
way of increasing awareness are being explored. The interagency team, with the Public Lands Institute and Aztec Communications, is currently developing a new media campaign strategy to include proposals to increase recognition of Don’t Trash Nevada through promotion of the pledge.

**Outreach**

The Take Pride team continues to develop an interactive museum exhibit with the Las Vegas Natural History Museum (LVNHM). The exhibit will be an interactive display that teaches children about the behaviors that lead to litter and the behaviors that can prevent litter. This display will reach thousands of children in the Las Vegas Valley every year. The LVNHM was the most frequently visited by organized school groups. From July 1, 2005-June 30, 2006 there were 267 different field trips made to the LVNHM by Clark County School District classes. This is more than twice the number as the next visited museum in Clark County.

The exhibit is made even more exciting by the collaborative effort that has formed to see it to fruition. It is not only interagency in scope but also includes the efforts of three separate interagency programs. Allison Brody, Environmental Education and Daphne Sewing, Forever Earth/WOW (Wonderful Outdoor World) helped the Take Pride team in this effort. The combination of the anti-litter team, environmental educators, and professional staff from the LVNHM is a model of interagency and community cooperation. The “museum team” has met several times this quarter and is nearing completion of a proposal.

This quarter Don’t Trash Nevada participated in two public outreach events. The first event, held on August 13, 2007, was an orientation for new staff and faculty at UNLV. Don’t Trash Nevada asked staff and faculty to take the pledge and encouraged them to consider including the program in their classrooms and projects.

On August 29, 2007, Don’t Trash Nevada participated in the UNLV Involvement Fair. More than 200 student organizations, local vendors, and community service organizations presented themselves to the UNLV student body. Don’t Trash Nevada provided information about volunteer opportunities and asked students to take the anti-litter pledge.

**Task 3: Litter and Desert Dumping Clean-ups**

The Take Pride in America in Southern Nevada team completed four volunteer events this quarter. Three of the four events were held in cooperation with the IVP team. The Take Pride team has been helping with IVP events since the resignation of Donna Grady. The cooperative effort of the two teams resulted in the seamless and successful implementation of all events scheduled for the quarter.

A total of 374 volunteers donated 1496 hours to our public lands during the four events. Three events removed 90 cubic yards of waste, while one of the events collected seeds and rhizomes for later use in restoration projects. According to the Points of Light Foundation, which provides data for calculating the economic impact of volunteers, Anti-Litter Team events this quarter have had an economic impact of $27,002.80 (See Figures 2-7 on the next pages).

The Take Pride Team has been actively planning six additional events for the upcoming quarter.
Figure 2 shows the number of events per quarter for the last seven quarters.

Figure 3 shows the number of volunteers participating in events each quarter for the last seven quarters.
Figure 4 shows volunteer hours contributed each quarter.

Figure 5 shows the value of volunteer hours over time.
Figure 6 tallies the number of cubic yards of waste removed from public lands by volunteers.
If each cubic yard of waste removed by the anti-litter team were stacked on top of each other the stack would reach 3,378 feet high.

Figure 7 compares the volume of trash removed from public lands to a popular monument.
Table 1 below provides totals for the number of events, volunteers, hours, economic impact, and waste removed through the efforts of the Anti-Litter Team since inception.

<table>
<thead>
<tr>
<th>Number of events</th>
<th>25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of volunteers</td>
<td>1564</td>
</tr>
<tr>
<td>Number of volunteer hours</td>
<td>6911.5</td>
</tr>
<tr>
<td>Economic impact of volunteers</td>
<td>$124,752.58</td>
</tr>
<tr>
<td>Cubic yards of waste removed by volunteers</td>
<td>472</td>
</tr>
</tbody>
</table>

Table 1 summarizes totals for Don’t Trash Nevada clean-up efforts since its inception.

Volunteer Clean-Up Events

Four clean-up events were held this quarter, and resulted in the removal of 90 cubic yards of waste from Southern Nevada public lands by 374 volunteers.

- **August 18, 2007 – Spring Mountains NRA, Archery Range – USFS**
  This clean-up event was organized by the Take Pride team; 34 volunteers worked for four hours removing 30 cubic yards of waste from the dispersed camping area.

- **September 8, 2007 – Lee Meadows – USFS**
  Twenty-five volunteers collected seeds and rhizomes for future restoration projects. Seeds and rhizomes will be grown and used in future restoration projects on federal lands. Native plants and grasses collected included: Squirrels Tail, Cinquefoil, Snowberry, Currents, and Nodding Brome. This event was a collaborative effort involving the IVP and Take Pride teams.

- **September 22, 2007 – Sloan Canyon NCA – BLM**
  An area adjacent to the Sloan Canyon NCA located at the terminus of Horizon Ridge Parkway in Henderson was targeted for clean-up during a National Public Lands Day event when 67 volunteers worked 4 hours and removed 50 cubic yards of waste. This event was a collaborative effort for the IVP and Take Pride teams.

- **September 29, 2007 – Government Wash – Lake Mead NRA - NPS**
  This National Public Lands Day event held at Government Wash attracted 248 volunteers who removed 30 cubic yards of waste. Among the many volunteers who attended this event were five groups that stated they had a great time. This event was a joint effort that involved the IVP and Take Pride teams.

Additional Dumpsters and Roll-off

One of the Anti-Litter Team’s goals is to provide additional dumpsters, trash receptacles, and collection on Southern Nevada public lands as needed. Team members thought this could best be achieved by soliciting input directly from staff. Based on team guidance, Mr. Joslin developed a Web-based roll-off and dumpster-request page that can be accessed by agency staff. The Web page allows staff from all four agencies to request dumpsters and/or roll-offs as needed.
There were no requests for dumpsters or roll-offs this past quarter from agency staff.

**Alternative Work Force Clean-Up Events**

The Anti-Litter Team continues to work with the Nevada Division of Forestry (NDF). The NDF partnership allows the Anti-Litter Team to use prison workers as a clean-up labor force. This partnership has resulted in 654 cubic yards of waste removal from Southern Nevada public lands.

On August 30, 2007, Mr. Joslin met with Clark County staff to plan a substantial clean-up of BLM property located near Indian Springs. Chris Munhall, the Rural Towns Liaison for the Clark County Commission, contacted Mr. Joslin about BLM property bordering Indian Springs that has been an illegal dumping location for several years. Mr. Joslin met with Mr. Munhall to visit the site and make plans for a clean-up. After surveying the site, Mr. Joslin decided the best approach was the use of the alternative workforce. As of September 30, 2007, planning was nearly complete for an NDF crew clean-up to be completed during the next quarter.

**Task 4: Judicial System Analysis**

On October 26, 2006 a draft Judicial System Analysis report was presented to the Interagency Law Enforcement Team for review. The Judicial Analysis was determined to be complete by the SNAP Executive Director on February 23, 2007. The Executive Director requested that the Law Enforcement Team provide written comments to include within the Judicial Analysis. Once these comments are incorporated into the report, it will be submitted in compliance with the task agreement.

Submitted by: Margaret N. Rees, Principal Investigator  Date: October 5, 2007
Meeting Agendas and Minutes
**AGENDA**

**Anti Litter Team Meeting**

**“THE A-TEAM”**

Date: December 13, 2006  
Time: 8:30am – 3:00pm  
Location: USFS Conference Room, Interagency Office and the Forest Service Planning Annex conference room (across the parking lot)  
Call Erick Walker if you are not sure of the location

Meeting called by: Lisa Christianson and Douglas Joslin  
Attendees: Gordon Gilbert  
Nancy Bernard  
Erick Walker  
Jim Coates

Please bring:

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity Description</th>
</tr>
</thead>
</table>
| 8:30-12:00    | **Special Presentation** Dr. Chavez  
Linking People to the Outdoors  
This is a special opportunity to attend a presentation about recreation and Public Lands. Erick Walker has secured space for the team to attend. Please note that the presentation starts at 8:30 in the Planning Offices located across the parking lot. Please call Erick if you need specific directions or to meet and/or walk over together. |
| 12:00-1:00    | Lunch                                                                                  |
| 1:00-3:00     | **All Skate**  
Given the uncertainty of the presentation timing I will leave this open for team concerns and discussions. Bring your discussion items. |

**15 Minutes Roundtable**  
All

Additional Instructions:
AGENDA

Anti Litter Team Meeting
“THE A-TEAM”

Date:            September 12, 2007
Time:            9:00am – 3:00pm
Location:        IAO USFW Conference Room

Meeting called by: Lisa Christianson and Douglas Joslin
Attendees:        Gordon Gilbert
                  Nancy Bernard    Erick Walker

Note:

9:00-9:30        Greetings and team briefings
Team members are invited to discuss team business during this time
Work Plan       Advertising
Round 6          Budget
Round 4 and 5

9:30-10:00       How can the team better advertise our successes?
This is a continuation of a discussion started during the June meeting. We had discussed ways
to better advertise our success, build on the messaging campaign, and replace current agency litter
messaging with the Don’t Trash Nevada logo (i.e. the NPS flyer handed out at the fee station). Team
should discuss and build on ideas and develop ways to meet objectives.

10:00-10:30      Museum exhibit update – Erick Walker
Erick has attended all planning meetings concerning the museum exhibit partnership. Erick will brief
the team as to where we are with that process.

10:30-11:00      NO GLASS on Lake Mead posters – Gordon Gilbert
Gordon has been working on a new campaign to encourage people to not bring glass to Lake Mead.
He previously showed us some drafts and has asked for printing help from the team. Gordon will
update the team concerning where the project stands.

11:00-11:15      Clean-ups for Fall – Lisa Christianson
Lisa has the list of clean-ups scheduled for the fall. With the resignation of Donna Grody the anti-
litter team is stepping up to help all events run this fall. Lisa can brief the team about date time and
location of the events.

11:15-12:00      Clean-ups for 2008
We have a very full schedule for the fall. However, we should be looking forward to 2008 events. The
team will discuss sites and start discussing possible dates for each agency to hold a clean-up in 2008.
This will allow us to better coordinate with the IVP recruitment process for volunteers. Ideally we will
have at least the dates and agency worked out as location can be selected a little closer to the event.

12:00-1:00       Lunch

1:00-3:00        All Skate
Items added by Team lead and open discussion

Roundtable
All

Additional Instructions:
Anti Litter and Desert Dumping Team Meeting Minutes

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

Type of meeting: Regular Monthly
Note taker: Doug Joslin

Attendees: Doug Joslin, Nancy Bernard (by telephone), Erick Walker, Gordon Gilbert, Lisa Christianson

Summary of Action Items:
- Lisa to look into Jones site access issue
- Doug and Erick to give Jennifer Haley museum project update
- Hand in profile forms for 2008 event locations
- Schedule joint IVP and A-Team meeting
- Work with Aztac to complete year two plan

Minutes

Agenda item: Updates
Presenter: All

Discussion:

Lisa
Lisa told the team that there had been a mix up entering the round 5 money into the IDEA system. It has been resolved and is now available.
Lisa expressed concern about the amount of time needed for Doug to help with IVP events. Doug advised that it should be temporary as a replacement for Donna (Amy Ansari) will be able to undertake most responsibilities soon.
Lisa raised some questions about the team doing some of the things we do (i.e. GIS, recycling) and asked why we don't contract work out. She suggested our time may be better focused on only clean-ups and messaging

Doug
Doug discussed the round four changes and the need to complete the round 6 TO.
Doug stated that the clean-up scheduled for October 27th at the end of Jones will be difficult for two reasons.
1) There is a barricade preventing access on the road and a berm preventing access along the road.
2) The spots littering the area are beyond volunteer's ability to remove due to size and location. There are logistical and safety problems for volunteers.
Lisa stated that the spots will probably be removed by BLM staff prior to the clean-up and that she will look into the access issue.

A question was raised about lunches. Some members of the team question the value of the lunch given the logistical considerations. The team was informed that many of the events are not doing lunches but large events (i.e. National Public Lands Day, etc.) we should still do lunch. No suggestions were given to resolve the question so
we will continue on a case by case basis.

Doug told the group about Ed Eckley’s request for equipment and a roll-off to be used for an Eagle Project he was helping with. The event is slated for October 13th but we have an event at the refuge for that day so the trailer is not available. However, the team agreed to allow Doug to loan Ed equipment and provide a roll-off for the event. Doug will coordinate.

Doug reminded team about the messaging campaign plan and the need to develop the year two part of the plan. A brief overview of the messaging campaign to date was provided. Doug asked the team for permission to develop year two plan with Aztec Communications in accordance with the messaging campaign plan. Team agreed and asked Doug to present proposed plan when it was developed for comments and approval. Doug will develop plan and bring to team when complete. Doug anticipates plan completion in November.

Conclusions:

<table>
<thead>
<tr>
<th>Agenda item:</th>
<th>How can the team better advertise our successes?</th>
<th>Presenter:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion:</td>
<td>Tabbed</td>
<td></td>
</tr>
<tr>
<td>Conclusions:</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Agenda item:</th>
<th>Museum Exhibit Update</th>
<th>Presenter:</th>
<th>Erick Walker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion:</td>
<td>Erick gave an update of the Museum exhibit project. The team was shown drawings of the concept and the final design concepts. Language for the exhibit is still being developed but should be done soon. The team approved moving forward with the idea and the $20,000 tentative budget. Team asked that Erick and Doug advise Jennifer about the project progress. Doug advised Jennifer had been made aware of the project at the start but all agreed to keep her updated.</td>
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</table>

The following information about the exhibit was shared by Erick:

1. Museum has all in-house staff to do build
2. Museum will maintain exhibit but $$ for maintenance has yet to be determined
3. Display will be to educate about litter prevention and not a PLI or SNAP promotion piece
4. Team agrees a plaque consistent with museum SOP and acknowledging SNAP, PLI, and SNPLMA is appropriate

Conclusions:

Team decided to keep moving forward and to keep Jennifer apprised. No money to be spent until Jennifer advises.
Action items

- Doug and Erick to give project update to Jennifer.

Person responsible: Doug and Erick
Deadline: NA

Agenda item: No glass on Lake Mead campaign
Presenter: Gordon Gilbert

Discussion:

Gordon stated that the project was temporarily delayed due to new work assignment. Team voiced continued support for concept with the team eventually helping with printing and production when needed.

Conclusions:

Gordon to keep Team appraised as project develops

Action items

- Fall clean-ups

Person responsible: Doug Joslin

Agenda item: Fall clean-ups

Discussion:

Doug advised the team that he will be helping with IVP projects as well as the scheduled team clean-ups. Doug provided the following information for upcoming events:

- September 22nd: Sloan Canyon
- September 29th: Government Wash
- October 6th: Youth Group at Rainbow gardens area
- October 8th: Bailey Middle School
- October 13th: Wildlife Refuge event
- October 20th: Public outreach event-Henderson Trails Day
- October 27th: Make a Difference day at CTA
- November 3rd: Volunteer recognition event
- November 17th: Chamber of Commerce - event location TBD

Conclusions:

Action items

- 2008 clean-ups

Person responsible: Doug Joslin

Agenda item: 2008 clean-ups

Discussion:

Team discussed need to schedule next year’s events. Doug told team that the easiest way may be to use the IVP developed profile form-all agreed. Doug handed out several forms to each team member and asked that the sites each agency wants to see addressed in 2008 be filled in on the forms and submitted to Doug. This will allow us to work cooperatively on events with the IVP team.

Nancy suggests the IVP and Anti-litter teams schedule a joint meeting in the near future to discuss up-coming events.

Conclusions:
<table>
<thead>
<tr>
<th>Action items</th>
<th>Person responsible</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Team members to fill in and return profile forms</td>
<td>all</td>
<td>ongoing</td>
</tr>
</tbody>
</table>
Don’t Trash Nevada and Republic Services July Ad
Don't throw your money away.

Don't Trash Nevada wants you to know that illegal dumping is a serious offense and could result in penalties of up to $5,000 for a first offense.

Instead, take large items like old couches and residential landscape waste to one of Republic Services' community drop off points called "transfer stations." Residential customers of Republic Services can dispose of their waste at a transfer station free of charge. Just check the reverse side of your Republic Services statement for more information.

If you have questions about large item disposal, household hazardous waste disposal or recycling, call Republic Services at 735-5151, or visit online: www.republicservicesvegas.com

Help keep our public lands healthy and safe by disposing of your waste legally. To learn more go to www.DontTrashNevada.org.

"Don't Trash Nevada" is a new campaign to encourage clean-up efforts and discourage litter and illegal dumping.
USFS Archery Range Clean-Up