4-5-2008


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
Available at: http://digitalscholarship.unlv.edu/pli_litter/17

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.
QUARTERLY PROGRESS REPORT
University of Nevada, Las Vegas
Period Covering January 6 — April 5, 2008

Cooperative Agreement Number FAA010017

Take Pride in America in Southern Nevada

Executive Summary
- The Interagency Anti-Litter Team received new direction concerning the recycling plan deliverables.
- The Phase II media plan was completed.
- One hundred fifty nine (159) people signed the anti-litter pledge this quarter.
- The anti-litter team participated in 14 different clean up events this quarter.
- The anti-litter team participated in four community outreach events this quarter.

Summary of Attachments
- Meeting Agendas and Minutes
- 2008 Media Buy Plan

Collaboration with Interagency Teams

The Interagency Anti-Litter Team met twice this quarter, on February 13, 2008 and March 12, 2008 (see attached Agendas and Minutes). The meeting in January 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 other projects.

Task 1: Strategic Planning and Project Management

Strategic Plan

The Team continues to draft the strategic plan.

Recycling Efforts

On February 22, 2008, Lisa Christianson and Doug Joslin met with the SNAP Board to discuss the Round 4 recycling plan task. The team has experienced difficulty formulating an interagency
plan for several reasons. First, Southern Nevada lacks the community infrastructure available in most communities to provide recycling services. While collection of recyclables may be workable, the service providers and markets for those goods are not robust within the Southern Nevada market. Second, an interagency approach requires contracts that are handled very differently by each agency. Thirdly, each agency has different procurement and contracting rules for vendors, making a true interagency approach to servicing outside the scope of expertise to those assigned to the team.

The team brought these concerns to the SNAP Board seeking clarification on the recycling plan deliverable. The SNAP Board’s response included the following recommendations:

- The Board determined it would like to see an interagency recycling plan/assessment completed in Round 4 to include
  - identification of the barriers and potential solutions,
  - the limitations,
  - what extent recycling can be incorporated into clean ups, and
  - how to work with partners to raise awareness of the need for infrastructure.

- The Board suggested including a recycling component in the program assessments.

Based on this information the Board will re-evaluate the Round 6 deliverable as appropriate. The team and SNAP Board both approved Mr. Joslin’s request to hire a consultant to help with this phase of the project, given the new direction.

**Task 2: Messaging Campaign**

This quarter the Anti-Litter Team oversaw the development of the Phase II media buy (see attached) for the Don’t Trash Nevada campaign plan. The team, working with Aztec Communications, has developed the media buy to continue implementation of the overall messaging campaign approved by the SNAP Board. The media buy was approved by the team in March and forwarded to Jennifer Haley for review in accordance with the communication procedure. The SNAP Board reviewed and approved the media buy during the February 22nd meeting.

A new kick-off event is currently under development and planned for May 3, 2008. The event will bring attention to the next phase of the campaign. The plan will be submitted to Jennifer Haley for approval prior to implementation.

**Program Website**

The Don’t Trash Nevada official Web site ([www.donttrashnevada.org](http://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 January-March, 2008 indicate 87,382 successful server requests, and 12,559 successful page requests (See Figure 1 below). This is a substantial increase over the previous quarter and reflects the efforts to increase traffic to the site. The site will continue to be an important component of the messaging campaign.
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 January and March, 2008, 159 people took the pledge. Since the pledge’s inception in October 2006, 666 people have taken the pledge. 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 team developed and ordered a new messaging tool this quarter. The team has ordered 5,000 window clings for distribution. The window clings feature the Don’t Trash Nevada logo, and are designed for display in any window. An initial order of 1,000 clings was received well, and the team hopes to see them in more windows. In addition, 250 clings were given to Forever Resorts, a concessionaire of the National Park Service. Forever Resorts will place these clings on all hotel room and houseboat windows under its management. Forever Resorts also hands out Don’t Trash Nevada garbage bags to its guests.

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.

No meetings were held this quarter but progress is still being made on this project. We have been working out financial details as well as attempting to negotiate rights to certain images for use in the exhibit. Both of these processes have taken longer than anticipated.

The anti-litter team participated in four community outreach events this quarter.

- **January 26, 2008 – Clark County Leadership Forum**
  During a planned lunch and presentation break from the Ash Creek clean-up, Mr. Joslin made an informal presentation. Mr. Joslin provided information concerning SNPLMA, PLI, the anti-litter team, and the Don’t Trash Nevada campaign. Mr. Joslin also asked the group to take the anti-litter pledge and sign up as volunteers with Get Outdoors Nevada.

- **February 5, 2008 – UNLV Involvement Fair**
  A regular event on the grounds of UNLV, the Involvement Fair is an opportunity for students to learn about clubs, organizations, and activities available to them through campus organizations. PLI attended the fair and made information available to students concerning its programs. The students took the anti-litter pledge and signed up as volunteers with Get Outdoors Nevada. This relationship has been valuable as an increasing number of volunteers at clean-up events are UNLV students and student groups.

- **March 15, 2008 – Cottonwood Cove Environmental Walk**
  Forever Resorts, corporate sponsor of the event and Lake Mead concessionaire, held a lunch and chili cook-off following the clean-up. The anti-litter team stayed for the lunch and used the opportunity to tell participants about the program. Attendees signed the anti-litter pledge and became Get Outdoors Nevada volunteers.

- **March 29, 2008 – River Mountains Loop Trail Cleanup**
  The City of Henderson and the River Mountains Loop Partnership conducted a clean-up of the River Mountains Loop Trail. The anti-litter team was invited as a sister organization to attend the event and set up an information booth. Volunteers were asked to take the pledge and sign up as volunteers.

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

The Take Pride in America in Southern Nevada team participated in 14 clean-up events this quarter. Nine of the clean-ups were volunteer events. Five events were requests from other interagency teams and agency personnel.

Five hundred fifty seven volunteers donated 2,523 hours to our public lands during the nine volunteer clean-ups. According to the Independent Sector, which provides data for calculating the economic impact of volunteers, Anti-Litter Team events this quarter have had an economic impact of $47,357 (See Figures 2-7 on the next pages). **NOTE: Independent Sector has recently released data for 2006. The 2006 figure has been applied to all volunteer hours since program inception. These new figures are more accurate but are different from previous reports using 2005 data.**
Figure 2 shows the number of events per quarter since program inception.

Figure 3 shows the number of volunteers participating in events each quarter since program inception.
Figure 4 shows volunteer hours contributed each quarter since program inception.

Figure 5 shows the value of volunteer hours since program inception in dollars and cents.
Figure 6 shows the number of cubic yards of waste removed from public lands by volunteers and other supported clean-ups since program inception.
If each cubic yard of waste removed by the anti-litter team were stacked on top of each other the stack would reach 9,405 feet high as of March 31, 2008.
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.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of events</td>
<td>47</td>
</tr>
<tr>
<td>Number of volunteers</td>
<td>2,408</td>
</tr>
<tr>
<td>Number of volunteer hours</td>
<td>10,645.5</td>
</tr>
<tr>
<td>Economic impact of volunteers</td>
<td>$199,816.04</td>
</tr>
<tr>
<td>Cubic yards of waste removed by volunteers and other supported clean-ups</td>
<td>2257</td>
</tr>
<tr>
<td>Cubic yards of waste removed by alternative work forces</td>
<td>878</td>
</tr>
</tbody>
</table>

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

**Volunteer Clean-Up Events**

Nine volunteer clean-up events this quarter resulted in the removal of 447 cubic yards of waste from Southern Nevada public lands by 557 volunteers.

- **January 9, 2009 – The Great Unconformity – BLM**
  This partnership between the BLM, Take Pride in America in Southern Nevada, and the Bailey Middle School continues to yield positive results in both cleaning-up this geological wonder and teaching the kids about our natural resources and public lands. During this event, 42 students worked for four hours and removed three cubic yards of waste.

- **January 12, 2008 – Conservation Transfer Area – BLM**
  This event was a large undertaking and utilized volunteers recruited through the Get Outdoors Nevada database. Seventy-eight volunteers worked for four hours and removed 168 cubic yards of waste from this sensitive area. Don’t Trash Nevada worked closely with Gayle Marrs-Smith to make sure this event was a success and protected the resources at the site.

- **January 26, 2008 – Ash Creek – BLM**
  This property was acquired recently by the BLM. It is now part of the Red Rock NCA but was previously private property. The property contained a lot of junk and debris. Forty volunteers from the Clark County Leadership Forum worked an eight-hour day to remove 60 cubic yards of waste from the property.

- **February 2, 2008 – Conservation Transfer Area – BLM**
  The CTA is large and this clean up focused on an area located west of the one conducted on January 12, 2008. Nineteen scouts, family, and friends of Troop 848 worked on this Eagle Scout project. The troop removed 60 cubic yards of waste in seven hours of work at the site.

- **February 6, 2008 – The Great Unconformity – BLM**
  During this event, 53 students worked for four hours and removed 10 cubic yards of waste. The teachers, students, and staff were all remarking how much better the site has
been since we started working on the site in 2006. Most participants contributed the improvements to the clean-up efforts and increased awareness.

- **February 23, 2008 – Conservation Transfer Area – BLM**
  This clean up focused on yet another area of the CTA. Volunteers from the local community had seen the clean up on January 12, 2008 and approached Mr. Joslin asking what they could do. A partnership was born and the area homeowners association worked with the anti-litter team and the IVP team to organize another clean up. Sixty-one volunteers removed 84 cubic yards of waste during four hours of work.

- **March 6, 2008 – The Great Unconformity – BLM**
  During this event, 56 students worked for four hours and removed seven cubic yards of waste.

- **March 8, 2008 – Government Wash – Lake Mead NRA**
  Held in celebration of the Great American Clean-up, this event attracted 130 volunteers. The volunteers worked for four hours and removed 20 cubic yards of waste. Here again, as at the Great Unconformity, the volunteers and staff commented about how much cleaner this area was than in the past. Many of the volunteers who worked this day are familiar with Government Wash and thought the clean ups, NPS staff efforts, and the messaging campaign are showing dividends.

- **March 15, 2008 – Cottonwood Cove – Lake Mead NRA**
  The third annual Cottonwood Cove Environmental Walk was held on this date. The anti-litter team has been a part of this clean up for all three years. Seventy-eight volunteers walked the entire stretch of road from Searchlight to the cove cleaning up along the way. During the five-hour workday, the volunteers removed 35 cubic yards of waste.

**Anti-Litter Team Supported Events**

The anti-litter team has increased capacity for cleaning federal lands. Some of the clean-up projects supported by the team are events setup by staff and made possible because of the programs created by the anti-litter team. This quarter five clean-ups supported by the anti-litter team resulted in the removal of 1,200 cubic yards of waste.

- **February 4, 2008 – Davis Dam area, Laughlin, NV – Lake Mead NRA**
  Rangers from the National Park Service requested planning and logistical support to make a planned clean up become a reality. The anti-litter team helped this project by providing planning support as well as three 28-yard roll-offs and one port-o-potty. They removed 60 cubic yards of waste from the area.

- **February 25-28, 2008 – Sunrise Mountain area – BLM**
  The BLM Desert Dumping coordinator collaborated with the anti-litter team to affect a clean up in the Sunrise Management area. The anti-litter team provided 12 roll-offs and some equipment for the cleanup, in which 336 cubic yards of waste were removed.

- **March 17-21, 2008 – Conservation Transfer Area – BLM**
  During this event, the anti-litter team supported efforts to clean up the CTA by making arrangements for the delivery and servicing of fifteen (15) 28-yard roll-offs. This event yielded the removal of 320 cubic yards of waste.
• **March 23, 2008 – Nellis Dunes – BLM**
  Chris Linehan requested assistance to complete a cleanup of the Nellis Dunes area. The anti-litter team provided all equipment and two 28-yard dumpsters for the event. The crew reported that 84 cubic yards of waste were removed.

• **March 25-29, 2008 – Conservation Transfer Area – BLM**
  BLM staff requested assistance from the team for another clean up in the Conservation Transfer area. The anti-litter team provided 17 roll-offs for the event. This joint effort resulted in removal of 400 cubic yards of waste.

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 the best way to achieve this would be by soliciting input directly from staff. Based on team guidance, Mr. Joslin developed a Web-based roll-off and dumpster-request page accessed by agency staff. The Web page allows staff from all four agencies to request dumpsters and/or roll-offs as needed.

The requests detailed above are the result of the request process developed by the team.

Alternative Work Force Clean-Up Events

No alternative work force clean up events took place this quarter. However, discussions are underway for one event to occur 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, Project Administrator

Date

April 4, 2008
Meeting Agendas and Minutes
**AGENDA**

**Anti Litter Team Meeting**

**"THE A-TEAM"**

**Date:** February 13, 2007  
**Time:** 9:00am - 3:00pm  
**Location:** Interagency Office Conference Room A

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

**Note:** Please bring clean-up site nomination forms if you have them.

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
</table>
| 9:00-9:15 | Greetings and team briefings  
Team members are invited to add items for today’s agenda if time allows. |
| 9:15-9:45 | 2007 the year in review  
Doug will recap the highlights from our efforts in 2007. |
| 9:45-10:15 | Clean-ups  
Review upcoming schedule of events and seek team input for other projects. |
| 10:15-11:00 | HELP!  
We need a task agreement for round 6. I need some serious team help to get it done. |
| 11:00-11:30 | Trash Bags  
We recently ordered new trash bags. Some of these will be on a rollout that can be set up in high-use areas similar to the Lake Mead’s Boat Inlet bags. Where do we want to try these bags and what do we want the sign to say? |
| 11:30-12:30 | Round 4 nearing completion  
Round 4 is scheduled to end in October. We need to discuss this upcoming deadline as a team. Deliberations and budget will be discussed. |
| 12:30-1:30 | Lunch |
| 1:30-2:30 | Team Leaders  
Team has asked for time to discuss some issues with the team. |
| 2:30-5:00 | All state  
Last minute business and discuss the next agenda. |

**Additional Instructions:**
Anti Litter and Desert Dumping Team Meeting Minutes

Meeting called by: Lisa Christanson and Doug Joslin
Type of meeting: Regular Monthly
Facilitator: Doug Joslin
Note taker: Doug Joslin
Timekeeper: Doug Joslin

Attendees: Lisa Christanson, Doug Joslin, Nancy Bernard, Eck Walker
Absent: Amy Springer
Guest: Tami Lucaro

Minutes

Agenda Item: 2007 the year in review
Presenter: Doug Joslin

Discussion:
Doug presented the year in review power point

- Change the Stratosphere slide for total projects. Error in note at top
- Discussed marketing delays
- Discussed plan to do new RFP for marketing firm to realize goals of expanded outreach
- Need for talking points was discussed. The hope is that all team members would be on the same sheet of music concerning our issues. The issues of concern include, process for marketing, etc. Set up meeting with Jennifer to discuss. The talking points would also allow members to have one-on-one conversations with their Managers that truly reflect team issues.
- Spoke about setting up a module for EE and rangers or book for kids to incorporate into other programs. What about Junior Ranger Programs? Could we incorporate a litter message into the established Ranger program?
- Put together a swap/info bag for people who are already involved with Ranger Programs, guided hikes, etc.
- Put together a power point for civic group presentations. Ask interg people to meet with us to get direction on what we want but allow them to develop the power point and perhaps a 15 minute curriculum for others to use.

Conclusions:

Action Items

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

2-13-08
8:00am - 12:00pm
Interagency Conference Room C

Take Pride in America • Quarterly Report 14
Agency item: Clean-up events

Discussion:

- Change all references for RED ROCK DAY on web sites to EARTH DAY AT RED ROCK 2008
- May 10, 2008 will be inaugural Mt. Charleston Clean-up. Brian Cestelli has stepped down as pilot litter cleaner. Upper. Pat Tyrant has replaced Brian. The group is looking to create a non-profit that will create a litter clean-up group that will look to attract commercial sponsors. This project is a continuation of the pilot litter project currently being most closely overseen by Eric Walker. The group will work as a self-sustained program that will work closely with DTV.

The clean-up on the 10th will include:
- Lee Meadow - Wells Fargo - 60 Volunteers
- Ski area - Ski area employees - 30 Volunteers
- Cathedral Rock Picnic Area - Hotel employees - 50 Volunteers
- Suicide/Strawberry Hill area - Volunteers - 20 Volunteers
- Old ski trail/Mary Jane Falls - Volunteers - 20 Volunteers

Trash Bags:
- Like idea
- Do smaller size on rolls
- Order more car bags
- Send back into the program’s swag for partner

Conclusions:

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

Agency item: Tami Lucero and SNPLMA

Discussion:

SNPLMA reporting - Tami working with SNPLMA to streamline SNPLMA reporting. Changes are in the works to combine reporting of accomplishments with finance. Trying to get back to the way things were done in the beginning. Forms will be changing to include actual drop downs for deliverables making it more deliverable specific.

Team lead will take accomplishments from team members, forward it to Tami Lucero, who will send it to the change. The report will now be due 15 days after the end of the quarter instead of 15 days prior to the end of the quarter.

Tami wants a little time on March 12, 2008 agenda for another SNPLMA reporting update

Conclusions:

<table>
<thead>
<tr>
<th>Action Items</th>
<th>Person responsible</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Agenda Item: Round 6 Budget

Presenter: Tami Lucero

Discussion:

Team needs to allocate the 10% contingency across the four agencies. How to distribute that 10% is being reviewed by the team members. Team members will check in with their staff to make final decisions about distribution.

Conclusions:

<table>
<thead>
<tr>
<th>Action Items</th>
<th>Person responsible</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>✅ Staff to check and report back how to distribute contingency.</td>
<td>All</td>
<td>ASAP</td>
</tr>
</tbody>
</table>

Other Information

Observers:

Resources:

Special notes:
Anti Litter Team Meeting

“THE A-TEAM”

Date: March 12, 2008
Time: 9:00am – 3:00pm
Location: Interagency Office Conference Room C

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

Note: Please bring clean-up site nomination forms if you have them.

<table>
<thead>
<tr>
<th>Time</th>
<th>Agenda Item</th>
</tr>
</thead>
</table>
| 9:00-9:15 | **Greetings and team briefings**  
Team members are invited to add items for today’s agenda if time allows. |
| 9:15-9:45 | **Clean-ups**  
Review past events and upcoming schedule of events and seek team input for other projects. |
| 9:45-10:15 | **HELP!**  
We need a task agreement for round 6. I need some serious team help to get it done. |
| 10:15-11:00 | **Round 4 nearing completion**  
Round 4 is scheduled to end in October. We need to discuss this upcoming deadline as a team. Deliverables and budget will be discussed. |
| 11:00-11:30 | **10% Contingency and SNPLMA updates**  
At the last meeting staff was asked how they wanted the 10% contingency from round 6 allocated. Members told Tami they wanted to check with their staff to confirm. Please be prepared to discuss the contingency with Tami. In addition Tami has more SNPLMA updates. |
| 11:30-12:00 | **Media plan and kick-off event**  
As discussed in past meetings the campaign plan phase II includes strategies to be employed for our messaging campaign goal. The real arbiter of this campaign plan is the media plan. That is to say what is the best mix of strategies given our budget and time of year. A plan has been prepared and will be discussed. We will also discuss a tentative kick-off event for the campaign plan phase II. |
| 12:00-12:30 | **All skate**  
Last minute business and discuss the next agenda. |

Additional Instructions:
Anti Litter and Desert Dumping
Team Meeting Minutes

Meeting called by: Lisa Christianson and Doug Joslin
Type of meeting: Regular Monthly

Facilitator: Doug Joslin
Note taker: Doug Joslin

Timekeeper: Doug Joslin

Attendees: Lisa Christianson, Doug Joslin, Nancy Bernard, Erick Walker
Absent: Amy Sprunger
Guest: Tami Lucero

Minutes

Agenda item: Greetings and team briefings
Presenter: All

Discussion:

Team members brought up that there will be new SNPLMA reporting forms and instructions coming out soon. Meetings have been set up to review these changes. Team members, especially team leads, are encouraged to attend. Questions about the new methods can be directed to Tami Lucero.

Meeting dates and Times:
3/13/08 at the IAO 9-11am
3/17/08 at NPS HQ 9-11am

Tami attended the meeting in the afternoon and offered the following concerning the new reporting:

- Reporting will now go through Tami
- Team members will now submit report to Lisa and Lisa will work with Tami
- On-line report has been modified—the pull downs are more relevant to the deliverables
- Instead of coming from tami directly it will come from tami
- Due 15 days after end of quarter instead of 15 days before
- BUT.......report due to Tami 7 days prior to the deadline to give Tami time to work on report

Conclusions:

Action Items

Agenda item: Clean-up events
Presenter: Team

Discussion:

March 8 Government Wash clean-up was a success
- 30 cubic yards
- 4,000 pounds of broken glass
- 130 volunteers

33 hole clean-up (April 12th) may move location. Nancy and Amy are in touch and will work with Doug.
USFS clean-up on 4/16 may be changing location and scope. Erin to keep in touch with Amy and Doug.

June 7th USFS location will be south loop trail and staging at Cathedral Rock picnic area.

The clean-up on the May 9th will include:
- Iron Mountain - Wells Fargo - 60 Volunteers
- Ski area - Ski area employees - 30 Volunteers
- Cathedral Rock Picnic Area - Hotel employees - 50 Volunteers
- Suicide/Strawberry Hill area - Volunteers - 20 Volunteers
- Old ski tow/Mary Jane Falls - Volunteers - 20 Volunteers

Trash Bags
- Like ideas for bags on rolls
- Do smaller size on rolls
- Order more car bags
- Send Erin info on the program's swag for partner

Conclusions:

Action Items

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

Agenda Item: Recycling Plan

Presenter: Lisa Christianson

Discussion:

Team was informed of the Board's decision to deny our request to remove a recycling plan from the deliverables.

The following is taken from the SNAP Board meeting minutes from that meeting:

The team was considering a scope change to the Round 4 and 6 proposals to eliminate and/or modify the component for interagency recycling program. The team has found that there is little or no infrastructure to support a recycling program, it is difficult to separate debris collected during cleanups. They also outlined an existing Executive Order that requires all federal facilities to reduce/reuse/recycle.

Jennifer suggested to the Board and the team that the next level will be to start training volunteers to provide oversight at clean ups. The Board supported the concept and would like to have a briefing on how this could be done. This discussion will be scheduled on an agenda for a future meeting.

The Board provided some suggestions for phase two including contacting the Southern Nevada Homebuilder association and homeowner's associations. Another idea was for local parks with RAPP leases, require to have Don't toss Nevada logos on trash receptacles.

Board determined they would like to see an interagency recycling plan/assessment completed in Round 4 to include: identification of the barriers and potential solutions, the limitations, what extent it can be incorporated in clean ups, and how to work with partners to raise awareness for the need of the infrastructure. The Board suggested including a recycling component in the assessments.

Based on this information the Board will re-evaluate the Round 6 deliverable.

The team discussed the difficulties and agreed to move forward with contracting someone to help with this report. Doug advised that ZCA engineering has done extensive work in Southern Nevada on waste management and it was agreed to contact them for support and assistance.
Conclusions:

Action items
✓ Doug to start negotiations with Zia

Person responsible: Doug
Deadline: ASAP

Agenda item: Task agreement for round 6
Presenter: Doug Jolin

Discussion:
Team discussed the need for a round 6 TA. Team will draft one at next meeting.

Conclusions:

Action items
✓

Agenda item: 10% contingency
Presenter: Tami Lucero

Discussion:
Options to distribute the contingency were discussed by team members.
Final decisions for the allocation of the 10% to Tami by March 30th.

Conclusions:

Action items
✓

Agenda item: Media plan
Presenter: Doug Jolin

Discussion:
Team reviewed the B&P media plan and approved it to move forward. Some flexibility in start times may be needed and the team understood and approved Doug to manage it to implementation.
A special kick-off event for phase 2 was discussed. Team approved the concept and provided feedback concerning the event.
- Springs Preserve was discussed as a possible location and approved
- Developing a mascot was discussed and approved (Big Horn was most obvious choice and approved)
- Reusable shopping bags as a give away was discussed and approved
- The event concept of a rally to generate media attention for the event and program was discussed and approved
- Team asked Doug to work with Aztec to develop event

Conclusions:

Action items
✓ Doug to develop event and keep team informed

Person responsible: Doug
Deadline: ongoing
Agenda Item: Round 4 budget

Presenter: Doug

Discussion:

Team discussed confusion created by R4 and Mod 2. Doug presented current budget status for all four tasks. The need to expend R4 funds by October was discussed and focused on the under spending in 3289. Team approved following goals to address program needs as well as budget:

- Purchase reliable tow vehicle for trailer. We need a truck because of our tremendous success with both the trailer and events. Last year alone we completed 24 volunteer clean-ups and our trailer is an integral part of that success. Without a proper tow vehicle we could not achieve the great results we have thus far.
- The vehicle need is precipitated by the fact that our current vehicle is a 1991 Suburban with 120,000 miles. Needless to say there is a good chance this vehicle will soon prove useless to our needs. Without a proper tow vehicle at the disposal of the UNLV program manager it is hard to imagine maintaining the levels of work we currently enjoy.
- The vehicle discussed is a 3/4 ton quad cab pickup with long bed. The size is needed for towing while the pick-up configuration will allow us to use the vehicle to transport litter from dump sites to roll-offs which are often placed remotely from the work site due to terrain. The quad cab is needed to allow us to transport people during the clean-up to help off-load materials and will allow us to transport workers to events without utilizing a second vehicle.
- The team also suggested that a second trailer is vital in both continuing to expand clean-ups and support the growth of the program to volunteer event coordinators. We are already turning away work because of the difficulty in supporting multiple job sites.

Conclusions:

Action Items | Person responsible | Deadline
--- | --- | ---
✓ Doug to explore purchase of truck and 1 additional trailer | Doug | April 30

Other Information

Observers:

Resources:

Special notes:
Phase II Media Plan
### Don’t Trash Nevada

**BUDGET:** $150,000  
**Flight Dates:** April 2008 - September 2008

<table>
<thead>
<tr>
<th>Media Vehicles</th>
<th>Mar-08</th>
<th>Apr-08</th>
<th>May-08</th>
<th>Jun-08</th>
<th>Jul-08</th>
<th>Aug-08</th>
<th>Sep-08</th>
<th>Oct-08</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NEUFPAPER</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LV Review Journal</td>
<td>4 Col x 10&quot; BW in Business Section &amp; Nevada Section</td>
<td>1x Sun, 1x Daily</td>
<td>1x Sun, 1x Daily</td>
<td>1x Sun, 1x Daily</td>
<td>1x Sun, 1x Daily</td>
<td>1x Sun, 1x Daily</td>
<td>1x Sun, 1x Daily</td>
<td>1x Sun, 1x Daily</td>
</tr>
<tr>
<td>Circulation: Daily 172,366; Sunday 204,036</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In Business Las Vegas</td>
<td>1x Friday</td>
<td>1x Friday</td>
<td>1x Friday</td>
<td>1x Friday</td>
<td>1x Friday</td>
<td>1x Friday</td>
<td>1x Friday</td>
<td>1x Friday</td>
</tr>
<tr>
<td>Junior Page BW (7.5&quot; x 10&quot;)</td>
<td>1x Friday</td>
<td>1x Friday</td>
<td>1x Friday</td>
<td>1x Friday</td>
<td>1x Friday</td>
<td>1x Friday</td>
<td>1x Friday</td>
<td>1x Friday</td>
</tr>
<tr>
<td>Publishes: Friday</td>
<td>Circulation: 10,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>El Tiempo</td>
<td>4 Col x 10&quot; BW (now published as broadsheet)</td>
<td>1x Friday</td>
<td>1x Friday</td>
<td>1x Friday</td>
<td>1x Friday</td>
<td>1x Friday</td>
<td>1x Friday</td>
<td>1x Friday</td>
</tr>
<tr>
<td>Publishes: Friday</td>
<td>Circulation: 50,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>El Mundo</td>
<td>Half Page Vertical BW (6.75&quot; x 10.5&quot;)</td>
<td>1x Saturday</td>
<td>1x Saturday</td>
<td>1x Saturday</td>
<td>1x Saturday</td>
<td>1x Saturday</td>
<td>1x Saturday</td>
<td>1x Saturday</td>
</tr>
<tr>
<td>Publishes: Saturday</td>
<td>Circulation: 35,500</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MAGAZINE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AGC Construction Connection</td>
<td>1/2 Pg BW - Insert 1x month in In Business Las Vegas</td>
<td>1x Friday</td>
<td>1x Friday</td>
<td>1x Friday</td>
<td>1x Friday</td>
<td>1x Friday</td>
<td>1x Friday</td>
<td>1x Friday</td>
</tr>
<tr>
<td>Publishes: Friday</td>
<td>Circulation: 11,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>RADIO</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spanish Radio - :30</td>
<td>KWID 101.9 FM - Regional Mex #2 Spanish #5 Gen Mk1</td>
<td>2 weeks</td>
<td>2 weeks</td>
<td>2 weeks</td>
<td>2 weeks</td>
<td>2 weeks</td>
<td>2 weeks</td>
<td>2 weeks</td>
</tr>
<tr>
<td>Metro Networks</td>
<td>:10 second sponsorship - 60x wk</td>
<td>2 weeks</td>
<td>2 weeks</td>
<td>2 weeks</td>
<td>2 weeks</td>
<td>2 weeks</td>
<td>2 weeks</td>
<td>2 weeks</td>
</tr>
<tr>
<td><strong>TELEVISION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final network selection depends upon availabilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Television Sponsorships (:10s &amp; :15s)</td>
<td>Stations considered: KTNV, KVVU, KLAS &amp; KVBC</td>
<td>2 weeks</td>
<td>2 weeks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Out-Of-Home Advertising |        |        |
| Bus Shelters | 1 month | 1 month |