4-4-2010

Take Pride in America in Southern Nevada: Quarterly Progress Report, Period Covering January 5, 2010 - April 4, 2010

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Executive Summary

- The team presented the strategic plan to the Board for review and feedback.
- The team presented their revised Charter to the Board and received approval.
- The team met with AAEQ Manufacturing, a company interested in assisting with recycling and messaging efforts.
- The team began planning a unified recycling messaging for SNAP.
- The team met with the marketing firm B&P and discussed ideas for the messaging campaign.
- The team began collaborating with the Clark County School District on a “Hector’s Helpers” program using Youth Initiative funding the BLM received.
- The team assisted the City of Las Vegas Keep America Beautiful task force in conducting a citywide litter indexing in preparation for developing standard operating procedures for the GIS inventory and monitoring program.
- The Howard Hughes Corporation desert clean-up collaboration was a success.
- The working model of the GPS unit to be used by volunteers for the GIS database project was field tested.
- A total of 19 clean-up events were conducted this quarter.

Summary of Attachments

- Meeting Agendas
- Meeting Minutes

Collaboration with Interagency Teams

The Interagency Anti-Litter Team met three times this quarter: January 21, February 23 and March 3, 2010 (see attached agendas and minutes for details). The team continues to meet on a regular basis and is providing direction on all four subtasks as detailed below.

Task 1: Strategic Planning and Project Management.

Time Extension

In reviewing their list of deliverables and the expiration date of Round 5 funds, the team determined they needed to ask for a no-cost extension. Documents were prepared and received
approval from the BLM leadership team to be moved forward to SNPLMA. The team asked that the time be extended to March 31, 2012.

Collaborative Efforts
Work continued on the “adopt a block/parcel” concept with additional governmental groups joining the collaboration. The City of Las Vegas, the McCarran International Airport Authority and Clark County Parks and Recreation have joined in the working group. The group chose “Hector’s Helpers” as the overall name for the adoption program. Specific program requirements will be developed over the next quarter.

During this quarter, the BLM applied for and received Youth Initiative funding to assist with the development of the adoption program. Staff will be hired to work with local high school teachers and youth. The high school classes will develop the handbook and recruiting methods for the adoption program.

Participation in the City of Las Vegas Keep America Beautiful team continued. The KAB team successfully conducted a litter indexing event in February 2010. The procedures used in the KAB process could easily be applied to inventorying public land sites where roadways are present. In public land areas with limited vehicle access an alternative method for inventorying and monitoring will need to be developed. As part of the Youth Initiative funding, high school classes will be engaged in developing this system.

Recycling Efforts
The team met with AAEQ Manufacturing, a local recycling company that would like to assist in the messaging and recycling efforts of the team. The company will be putting the Don’t Trash Nevada logo and website on postcards they send out to local businesses. In addition they will be providing suggestions on how to incorporate recycling into volunteer events and at maintenance areas.

The team also met with the SNAP graphic design specialist to begin coordinating an interagency branding for recycling bins. Building on the adoption program collaboration, the team will be reaching out to other Clark County entities to try to establish a county wide branding for recycling containers in public areas.

GIS Project Planning and Management
With a working model of the GPS unit and a database ready, the GIS project has been put on hold until the Round 6 task agreement is finalized. As part of the Youth Initiative funding, high school students will be involved in developing the standard operating procedures for the volunteer based inventory and monitoring program.

Task 2: Messaging Campaign
The team met with a new marketing firm this quarter. They will be developing the next phase of the messaging campaign which is scheduled to begin in the next quarter.

Program Website
The Don’t Trash Nevada official Web site (www.donttrashnevada.org) launched on October 12, 2006. 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 2010 indicate 96,465 successful server requests, and 16,235 successful
page requests (See Figure 1 below). During August 2009 the website migrated to a new server which impacted the collection of the statistics.

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

Figure 1 shows Don’t Trash Nevada quarterly web traffic since the site went live.

**Community Outreach**

The Take Pride in America Southern Nevada Team attended two community outreach events. Staffed by the Public Lands Institute, these events are an opportunity to raise awareness of the litter and desert dumping problem. Individuals are encouraged to sign the Don’t Trash Nevada pledge by offering them a reusable shopping bag. Table 1 contains a summary of the contacts made.

**Table 1. Community Outreach Attendance October-December**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Direct Contacts</th>
<th>Total Pledge Signatures</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/3-4/10</td>
<td>UNLV Spring Involvement Fair</td>
<td>78</td>
<td>20</td>
</tr>
<tr>
<td>3/13-14/10</td>
<td>Wings and Wildlife Festival</td>
<td>111</td>
<td>10</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td><strong>189</strong></td>
<td><strong>30</strong></td>
</tr>
</tbody>
</table>

Table 1 shows the number of contacts made at community outreach events and the pledges that resulted from these contacts.

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

A total of 987 volunteers donated 4,041 hours to our public lands during thirteen volunteer events. According to the Independent Sector, which provides data for calculating the economic impact of volunteers, the volunteer events this quarter have had an economic impact of $81,830.25.
While the number of volunteers and events increased this quarter, the number of volunteer hours and amount of litter picked-up declined. This discrepancy has multiple causes. First, the amount of litter picked up in the first quarter of Fiscal Year 2010 was greatly enhanced by the partnership with the Howard Hughes Corporation. The clean-up that partnership produced included over 30 independent contractors that donated employee time and equipment, which produced extraordinary results for a one day volunteer effort.

The second contributing factor was the weather during the second quarter of Fiscal Year 2010. Record amounts of rainfall and high winds produced many situations where volunteers stayed only a short amount of time at the clean-up event. As a result, this adversely impacted both the amount of volunteer hours and the litter picked up. (See Figures 2-7 on the next pages).
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.
If each cubic yard of waste removed by the anti-litter team were stacked on top of each other the stack would reach 27,500 feet high.

Figure 7 compares the volume of trash removed from public lands since program inception to a popular monument.
Volunteer Clean-Up Events

The 19 volunteer clean-up events that were supported by the Take Pride in America in Southern Nevada team are summarized below. Table 2 contains a summary of all clean-up efforts supported by the team.

January 6, 2010 - Lovell Canyon Clean Up
Spring Mountains NRA – U.S. Forest Service
The Interagency Volunteer Program collaborated with the Take Pride Interagency Program (Don’t Trash Nevada) to promote and recruit 16 volunteers for a cleanup event in the Spring Mountains NRA. Volunteers contributed 127 hours and restored part of Lovell Canyon Rainbow Mt. Wilderness. Volunteers also restored 2 camp sites and removed 17 buckets of glass, 1 couch, and 2 water coolers (2 cubic yards). The efforts put forth by the volunteers allowed this significant Recreational area to be restored back to its well-kept state.

January 9, 2010 - Quarterhorse and Torino Clean Up
Bureau of Land Management
The Interagency Volunteer Program collaborated with the Take Pride Interagency Program (Don’t Trash Nevada) to promote and recruit 5 volunteers for a litter cleanup near the intersection of Quarterhorse Lane and Torino in the Southwest part of Las Vegas. Volunteers contributed 25 hours and removed over 35 Cubic Yards of trash including couches, landscape debris, other furniture and household trash. The efforts put forth by the volunteers allowed this area to be restored back to its well-kept state.

January 16, 2010 - Westside of Spring Mountains Clean up
Spring Mountains NRA – U.S. Forest Service
The Interagency Volunteer Program collaborated with the Take Pride Interagency Program (Don’t Trash Nevada) to promote and recruit 33 volunteers for a cleanup event to help restore a portion of Lovell Canyon. Volunteers contributed 259 hours and removed 12 buckets of glass, 1 broken chair, 43 bags of trash, 2 TV sets, and 3 sheets of OSB panels and other construction materials (5 cubic yards). The efforts put forth by the volunteers allowed this significant recreational area to be restored back to its well-kept state.

January 29, 2010 - Eagle Home School Group Clean up and Restoration Event
Corn Creek, Desert National Wildlife Refuge - U.S. Fish and Wildlife Service
The Interagency Volunteer Program collaborated with the Take Pride Interagency Program (Don’t Trash Nevada) to promote and recruit 15 volunteers for a cleanup and restoration event near Corn Creek. Volunteers contributed 60 hours to cut dense cattail from 20 linear feet of stream channel and remove 7 cubic yards of un-compacted brush from the grounds around Corn Creek. The efforts put forth by the volunteers allowed this significant recreational area to be restored back to its well-kept state to be enjoyed by all.

February 4, 2010 - Great Unconformity Clean Up
Frenchman Mountain NRA – Bureau of Land Management
The Interagency Volunteer Program collaborated with the Take Pride Interagency Program (Don’t Trash Nevada) to support a cleanup event at the Great Unconformity. A total of 62 Bailey Middle School students contributed 245 hours and removed 10 cubic yards of trash during an educational field trip to the Great Unconformity. The efforts put forth by the volunteers allowed this significant geological site to be restored back to its well-kept state.
February 6, 2010 - Lake Mead NRA Fence Restoration & Clean Up
Lake Mead NRA– National Park Service
The Interagency Volunteer Program collaborated with the Take Pride Interagency Program (Don’t Trash Nevada) to promote and recruit 8 volunteers for a restoration event in the Lake Mead NRA. Volunteers contributed 36 hours and mended 200 linear feet of fence in order to keep OHV from a sensitive cultural area. Volunteers also removed 75 pounds (.25 cubic yards) of debris from the surrounding area. The efforts put forth by the volunteers allowed this significant Recreational area to be restored back to its well-kept state.

February 13, 2010 - Placer Cove Clean Up
Lake Mead NRA– National Park Service
The Interagency Volunteer Program collaborated with the Take Pride Interagency Program (Don’t Trash Nevada) to promote and recruit 32 volunteers for a cleanup event in the Lake Mead NRA. Volunteers contributed 128 hours and removed 2,500 pounds (8 cubic yards) of garbage from in and out of the water. The efforts put forth by the volunteers allowed this significant Recreational area to be restored back to its well-kept state.

February 20, 2010 -
Lake Mead NRA– National Park Service
The Interagency Volunteer Program collaborated with the Take Pride Interagency Program (Don’t Trash Nevada) to promote and recruit 10 volunteers and a small contingency of NPS staff cleaned up an area of Lake Mead near Laughlin. Volunteers were able to clean many sites, removing 40 cubic yards of trash and garbage. Volunteers contributed 40 hours and their efforts put forth by the volunteers allowed this significant Recreational area to be restored back to its well-kept state.

February 22, 2010 - Mountains Edge Community Clean Up
Mountains Edge– Bureau of Land Management
The Interagency Volunteer Program collaborated with the Take Pride Interagency Program (Don’t Trash Nevada) to promote and recruit 65 volunteers for a litter cleanup. Volunteers contributed 250 hours and removed debris from five vacant parcels in the Mountains Edge Community. Volunteers removed approximately 140 cubic yards of trash and debris. The efforts put forth by the volunteers allowed this area to be restored back to its well-kept state.

February 27, 2010 - Stewart’s Point Clean Up
Lake Mead NRA– National Park Service
The Interagency Volunteer Program collaborated with the Take Pride Interagency Program (Don’t Trash Nevada) to promote and recruit 53 volunteers for a cleanup event in the Lake Mead NRA. Volunteers contributed 162 hours and removed 13 cubic yards of trash and debris. The efforts put forth by the volunteers allowed this significant Recreational area to be restored back to its well-kept state.

March 6, 2010 - Sloan Canyon Clean Up
Sloan Canyon NCA– Bureau of Land Management
The Interagency Volunteer Program collaborated with the Take Pride Interagency Program (Don’t Trash Nevada) to promote and recruit 6 volunteers for a litter cleanup. Volunteers contributed 18 hours and removed 9 cubic yards of trash and debris. The efforts put forth by the volunteers allowed this significant conservation area to be restored back to its well-kept state.

March 6, 2010 - Great American Clean Up
Lake Mead NRA– National Park Service
The Interagency Volunteer Program collaborated with the Take Pride Interagency Program (Don’t Trash Nevada) to promote and recruit 117 volunteers for a cleanup event in the Lake Mead NRA. Volunteers contributed 468 hours and removed 1,200 pounds of glass and more than 5,200 pounds of garbage (157 cubic yards). The efforts put forth by the volunteers allowed this significant Recreational area to be restored back to its well-kept state.

March 13, 2010 - Greenway and Ray Clean Up
Greenway and Ray– Bureau of Land Management
The Interagency Volunteer Program collaborated with the Take Pride Interagency Program (Don’t Trash Nevada) to promote and recruit 67 volunteers for a litter cleanup at the intersection of Greenway and Ray Road. Volunteers contributed 201 hours and removed 56 cubic yards of trash and debris. The efforts put forth by the volunteers allowed this significant area to be restored back to its well-kept state.

March 13, 2010 - Las Vegas Boat Harbor and Eco Dive Clean Up
Lake Mead NRA– National Park Service
The Interagency Volunteer Program collaborated with the Take Pride Interagency Program (Don’t Trash Nevada) to promote and recruit 85 volunteers for a cleanup event in the Lake Mead NRA. Volunteers contributed 340 hours and removed 1,500 pounds of garbage and 500 pounds of glass and metal (63 cubic yards). The efforts put forth by the volunteers allowed this significant recreational area to be restored back to its well-kept state.

March 13, 2010 - Save the Desert Eco Walk
Lake Mead NRA– National Park Service
The Interagency Volunteer Program collaborated with the Take Pride Interagency Program (Don’t Trash Nevada) to promote and recruit 113 volunteers for a cleanup event in the Lake Mead NRA. Volunteers contributed 452 hours and removed 40 cubic yards of trash and debris. The efforts put forth by the volunteers allowed this significant recreational area to be restored back to its well-kept state.

March 16, 2010 - Lasell College
Sunrise Mountain– Bureau of Land Management
The Interagency Volunteer Program collaborated with the Take Pride Interagency Program (Don’t Trash Nevada) to promote and recruit 12 volunteers for a cleanup event in the Lake Mead NRA. Volunteers contributed 60 hours and removed 8 cubic yards of trash and debris. The efforts put forth by the volunteers allowed this significant Recreational area to be restored back to its well-kept state.

March 20, 2010 - River Mountain Loop Clean Up
Lake Mead NRA– National Park Service
The Interagency Volunteer Program collaborated with the Take Pride Interagency Program (Don’t Trash Nevada) to promote and recruit 48 adult and 133 youth volunteers for a cleanup event on vacant BLM parcels on Moccasin and Durango. The 181 volunteers removed 100 cubic yards of debris.

March 27, 2010 - Protectors of Tule Springs Great American Cleanup at the CTA Bureau of Land Management
The Interagency Volunteer Program collaborated with the Take Pride Interagency Program (Don’t Trash Nevada) to promote and recruit 69 volunteers for a litter cleanup at the intersection of Greenway and Ray Road. Volunteers contributed 276 hours and removed 90 cubic yards of debris.
of trash and debris. The efforts put forth by the volunteers allowed this significant area to be restored back to its well-kept state.

March 27, 2010 - 6 Mile Cove Clean Up  
Lake Mead NRA– National Park Service

The Interagency Volunteer Program collaborated with the Take Pride Interagency Program (Don’t Trash Nevada) to promote and recruit 38 volunteers for a cleanup event in the Lake Mead NRA. Volunteers contributed 152 hours and removed 22 cubic yards of trash. The efforts put forth by the volunteers allowed this significant Recreational area to be restored back to its well-kept state. Participating groups included Wells Fargo, Beta Alpha Psi, Chapparal High School (Las Vegas), and the Clark County Dept of Juvenile Justice.

Table 2. Don’t Trash Nevada Sponsored Clean-ups January – March 2010

<table>
<thead>
<tr>
<th>Date</th>
<th>Name/Location</th>
<th>Agency</th>
<th>Volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/6/10</td>
<td>Lovell Canyon, Spring Mountains NRA</td>
<td>USFS</td>
<td>16 volunteers removed 2 cubic yards of debris. This included 17 buckets of glass, 1 couch, and 2 water coolers.</td>
</tr>
<tr>
<td>1/9/2010</td>
<td>Quarterhorse &amp; Torino Clean Up</td>
<td>BLM</td>
<td>5 volunteers removed 35 cubic yards of debris. This included couches, landscape debris, other furniture and household trash.</td>
</tr>
<tr>
<td>1/16/2010</td>
<td>Westside of Spring Mtn Clean Up,</td>
<td>USFS</td>
<td>33 volunteers removed 5 cubic yards of debris. This included 12 buckets of glass, 1 broken chair, 43 bags of trash, 2 TV sets, and 3 sheets of OSB panels and other construction materials.</td>
</tr>
<tr>
<td>1/29/2010</td>
<td>Corn Creek, Desert National Wildlife</td>
<td>USFWS</td>
<td>15 volunteers removed 7 cubic yards of debris. This included un-compacted brush from the grounds.</td>
</tr>
<tr>
<td>2/4/2010</td>
<td>Great Unconformity, Frenchman Mtn</td>
<td>BLM</td>
<td>62 Bailey Middle School students removed 10 cubic yards of debris during and education field trip.</td>
</tr>
<tr>
<td>2/6/2010</td>
<td>Lake Mead National Recreational Area</td>
<td>NPS</td>
<td>8 volunteers removed .25 cubic yards of debris.</td>
</tr>
<tr>
<td>2/13/2010</td>
<td>Placer Cove, Lake Mead National</td>
<td>NPS</td>
<td>32 volunteers removed 8 cubic yards of debris. This included 2,500 pounds of garbage from in and out of the water.</td>
</tr>
<tr>
<td>2/20/2010</td>
<td>Lake Mead National Recreational Area</td>
<td>NPS</td>
<td>10 volunteers removed 40 cubic yards of debris.</td>
</tr>
</tbody>
</table>
Table 2 summarizes all *Don’t Trash Nevada* sponsored clean up events from January – March 2010.

**Additional Dumpsters and Roll-off**

In this quarter, Take Pride in America in Southern Nevada supported multiple clean-up efforts with the roll-offs needed to remove the waste. The team provided 775 cubic yards of roll off space.
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.

Margaret N. Rees, Principal Investigator  
April 5, 2010  
Date
ATTACHMENTS
### Anti-Litter Team

**Meeting Agenda**  
**January 21, 2010**

**Meeting Called By:** Erika Schumacher, team lead  
**Participants:** Beth Barrie, Nancy Bernard, Bob Loudon, Amy Sprunger

**Location:** Interagency Office, Forest Service Conference Room

<table>
<thead>
<tr>
<th>Start</th>
<th>End</th>
<th>Time</th>
<th>Item</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 PM</td>
<td>1:00 PM</td>
<td>1:00</td>
<td><strong>Charter review and presentation strategy:</strong> The team will review the charter and finalize the plan for presenting it to the SNAP board.</td>
<td>Beth Barrie</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>2:30 PM</td>
<td>1:30</td>
<td><strong>Strategic Plan Review and presentation strategy:</strong> The team will review the latest version of the strategic plan and finalize the plan for presenting it to the SNAP board.</td>
<td>Beth Barrie</td>
</tr>
<tr>
<td>2:30 PM</td>
<td>3:00 PM</td>
<td>0:30</td>
<td><strong>Round Table:</strong> The team will provide updates on the litter and desert dumping activities at their agencies.</td>
<td>Team Members</td>
</tr>
</tbody>
</table>

**Total**  
3:00
Meeting Called By: Erika Schumacher, team lead  
Participants: Beth Barrie, Nancy Bernard, Bob Loudon, Amy Sprunger  
Location: Interagency Office, Forest Service Conference Room  
Guests: Kate Hanson, Sarah Clark, LaNelda Rolley, Scott Stolberg

<table>
<thead>
<tr>
<th>Start</th>
<th>End</th>
<th>Time</th>
<th>Item</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM</td>
<td>9:30 AM</td>
<td>0:30</td>
<td><strong>Recycling Partnership:</strong> The team will</td>
<td>Scott Stolberg, president/owner</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>meet the president/owner of AAEQ and</td>
<td>AAEQ Manufacturers and Recyclers</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>discuss partnership opportunities.</td>
<td></td>
</tr>
<tr>
<td>9:30 AM</td>
<td>9:45 AM</td>
<td>0:15</td>
<td><strong>Break</strong></td>
<td></td>
</tr>
<tr>
<td>9:45 AM</td>
<td>10:45 AM</td>
<td>1:00</td>
<td><strong>Recycling Messaging:</strong> The team will</td>
<td>Team Members, Kate, Sarah, LaNelda</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>discuss the next steps in developing a</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>branding for SNAP recycling efforts.</td>
<td></td>
</tr>
<tr>
<td>10:45 AM</td>
<td>11:00 AM</td>
<td>0:15</td>
<td><strong>Team Lead Updates:</strong> The team will</td>
<td>Erika Schumacher</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>provide updates.</td>
<td></td>
</tr>
<tr>
<td>11:00 AM</td>
<td>11:15 AM</td>
<td>0:15</td>
<td><strong>Round 5 extension:</strong> The team will</td>
<td>Beth Barrie</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>determine the justification for asking for an</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>extension to Round 5 funding.</td>
<td></td>
</tr>
<tr>
<td>11:15 AM</td>
<td>12:00 PM</td>
<td>0:45</td>
<td><strong>Round Table:</strong> Team members will provide</td>
<td>Team Members</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>updates on the litter and desert dumping</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>issues at their agencies.</td>
<td></td>
</tr>
</tbody>
</table>

Total 3:00
**Meeting Called By:** Erika Schumacher, team lead  
**Participants:** Beth Barrie, Nancy Bernard, Bob Loudon, Amy Sprunger  
**Location:** Forest Service Annex Building Conference Room  
**Guests:** LaNelda Rolley, Rob Colbrook, Leah Sommer

<table>
<thead>
<tr>
<th>Start</th>
<th>End</th>
<th>Time</th>
<th>Item</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM</td>
<td>10:30 AM</td>
<td>1:30</td>
<td><strong>Marketing:</strong> B&amp;P will present a review of what worked in previous DTN add campaigns, suggest ideas for the upcoming add campaign and collect ideas from team members regarding the next add campaign. The next steps for Super Hector will also be discussed.</td>
<td>LaNelda Rolley, Rob Colbrook, Leah Sommer</td>
</tr>
<tr>
<td>10:30 AM</td>
<td>10:45 AM</td>
<td>0:15</td>
<td><strong>Break</strong></td>
<td></td>
</tr>
<tr>
<td>10:45 AM</td>
<td>11:15 AM</td>
<td>0:30</td>
<td><strong>Strategic Plan:</strong> The team will receive an update on the comments received from the SNAP board and determine appropriate responses to suggested revisions.</td>
<td>Beth Barrie</td>
</tr>
<tr>
<td>11:15 AM</td>
<td>11:45 AM</td>
<td>0:30</td>
<td><strong>Extension Review:</strong> The team will review the draft of the extension document and suggest needed revisions.</td>
<td>Beth Barrie</td>
</tr>
<tr>
<td>11:45 AM</td>
<td>12:00 PM</td>
<td>0:15</td>
<td><strong>PLI updates:</strong> The team will learn of a grant opportunity to obtain recycling containers for volunteers to use at events and provide input on how they would like to go about revising the DTN website.</td>
<td>Beth Barrie</td>
</tr>
</tbody>
</table>

**Total** 3:00
Anti Litter Team Meeting Minutes

Date: January 21, 2010
Location: Interagency Office
Meeting Called by: Erika Schumacker
Attendees: Beth Barrie, Nancy Bernard, Bob Loudon, Amy Sprunger

Agenda Item: Charter Review and Presentation Strategy

Overview: The team prepared for the SNAP Board presentation

Revisions made
The team revised the charter based on feedback from Bill Dickenson and decided to add a team partners section to the appendix of the charter.

Presentation strategy approved
The team decided that the team lead would present the revisions to the Board.

ACTION ITEMS
- By January 22nd Beth will make revisions and print copies to bring to the Board presentation.
- By January 22nd Beth will provide team members with a talking points document outlining the revisions made to the charter.

Agenda Item: Strategic Plan Review and Presentation Strategy

Overview: The team made final revisions to the strategic plan and determined how to present it to the SNAP board.

Revisions made
Strategy 6 was revised due to the lack of information about the status of the Take Pride in America program. Language referring to TPIA was replaced with more general language referring to education programs.

Presentation Plan
The team lead and the USFS team member will be able to attend the meeting. The NPS team member would be available to call in if necessary. The FWS team member is unavailable at the time of the meeting.

The following plan for the presentation was developed:

- Beth will review the process, scope and purpose.
- Erika will present the goals and state all the issues.
- Erika will address the Collaboration strategies, highlighting Strategy 2 (development of an adopt a block/parcel program).
- Bob will address the Community Involvement strategies, highlighting Strategy 5 (Hispanic outreach).
- Erika will address the Lack of Data strategies, highlighting Strategy 12 (developing an inventory & monitoring program with volunteers).
Anti Litter Team Meeting Minutes

- Bob will address the Sustainability strategies, highlighting Strategy 16 (conducting a core ops analysis to determine what needs to be sustained)
- Erika will ask the board if they would like to discuss any of the other strategies, action items and/or performance indicators in the document

**ACTION ITEMS**

- **By 10 am January 22nd** Beth will email Bob and Erika a document that contains the issues, strategies, action items and performance indicators they are presenting
- **By 10 am January 22nd** Beth will email a presentation outline and charter talking points to the team members
- **By 11 am January 22nd** Beth will develop and print a one page handout for the SNAP Board that contains the brief description of the issues followed by a one sentence description of each of the strategies that were developed for addressing the issue
- Beth will bring Super Hector masks to the January 22nd meeting for the SNAP board members

**Agenda Item: Round Table**

**Overview: Team members shared updates.**

**National Park Service**
Lizette and Nancy will be meeting with Bill regarding recycling. They found out the NPS concessioners use Secured Fibers and Auburn Fibers. The NPS will likely put out a request for bids to provide recycling services. In early February the division chiefs will be meeting to allocate staff to assist the education division with recycling awareness efforts.

Ed was hired as an assistant volunteer coordinator. There are lots of volunteer events coming up at the park including IVP and concessioner events. March 6th is the date for their Great American Clean-up.

March 10-11 the NPS is hosting a How to Succeed with Volunteers training at LAME.

**Forest Service**
Snowplay and the trash that accompanies it is in full swing.

Maria Marinch is continuing the Hispanic Outreach work with snowplayers.

They are starting to plan for Spring Cleaning. It will not be tied into the Mt. Charleston community clean-up but instead will focus on cleaning up the recreation area.

**Bureau of Land Management**
Sarah with SNAP is twittering and it can be used as a feedback tool.

The litter clean up crew will be doing fewer events but will be increasing the amount of volunteers at each event. The next big event is at Mountains Edge, followed by the CTA which will involve the City of Las Vegas and the Friends of Tulle Springs. The third big event will be at Sloan Canyon.
The SNAP Law Enforcement team will not be sponsoring any clean-ups but instead will assist on clean-ups that are already planned.

**Fish and Wildlife Service**
Nevada Construction Clean-up brought out the recycling bins last week. It was a major breakthrough for the refuge to be able to make this happen.

Post and cable construction started and Amy will let Nathan know if they find big dumpsites on BLM land so a clean up can be done before the cables go up.

**Team Lead Meeting Update**

For Round 11 funding the SNPLMA board is using their 5-10 year plan. They are looking for true project work with a beginning and end date, essentially looking at things differently than they have in the past.

The litter team will need to look to their individual agencies for funding opportunities in the future. Beth can draft proposals if the team sends her announcements they receive.

**Hector Pledge**

The cards are a fine idea and look good. As for give aways we will need to consult with the new PR firm to see what would support the message the most. The team needs more information from the SNAP Education Action team about give aways.

**ACTION ITEMS**

- *By January 29*<sup>th</sup> *Beth will forward the email from Anna about her tour of the NVCCU facilities.*
- *By February 15*<sup>th</sup> *Beth will ask the education team to suggest useful classroom give aways they would like the team to consider purchasing, how many items are needed and how many classrooms they intend on bringing the give aways to.*

**Notes from the presentation to the SNAP Board**

**Overview:** The team received feedback on the next steps they should take with regards to recycling, presented the revised team charter and presented the strategic plan to the board.

**Recycling**

The next steps in terms of recycling are for the agencies to figure out their individual agency needs. The Board will discuss the matter internally with their own staff and then share their information during the next Board conference call. In the meantime Beth will find out where the airport, county, cities of Las Vegas, North Las Vegas and Henderson are at in terms of recycling messaging and branding. She will also find out from Auburn Fibers, Secured Fibers and Evergreen if their bins can be painted and have logos applied to them.
Charter
Beth will make the change needed to Mary Jo’s title and remove the draft watermark. At the next litter team meeting the team members can sign the document and then it will be delivered to the Executive Director for SNAP Board members to sign.

Strategic Plan
Mary Jo indicated that in her meeting with senators earlier in the day they suggested having people sponsor an area so the adoption concept went over very well. Bill indicated it is important that the adoption program incorporate language for non-urban areas as well. Adopt a block seemed to urban/suburban to be inclusive.

The board would like the team to make contacts with the City of North Las Vegas so they have the option of joining the collaboration that is occurring.

The Board has until February 20\textsuperscript{th} to send comments to Beth. Beth will compile the comments so the team can review them during their February team meeting. A final draft of the strategic plan will be ready for Board review by March 15\textsuperscript{th}.

**ACTION ITEMS**

- **By February 10\textsuperscript{th}** Beth will find out from Auburn Fibers, Secured Fibers and Evergreen if their bins can be painted and have logos applied to them.
- **By March 15\textsuperscript{th}** Beth will find out where the airport, county, cities of Las Vegas, North Las Vegas and Henderson are at in terms of recycling messaging and branding.
- **On February 9\textsuperscript{th}** Beth will ask representatives from Clark County and the City of Las Vegas for information about reaching out to the City of North Las Vegas.
Anti Litter Team Meeting Minutes

Date: February 23, 2010
Location: Interagency Office
Meeting Called by: Erika Schumacker
Attendees: Beth Barrie, Nancy Bernard, Bob Loudon, Amy Sprunger
Guests: Kate Hanson, Sarah Clark, LaNelda Rolley, Scott Stolberg

**Agenda Item: Recycling Partnership**

Overview: The team met with Scott Stolberg of AAEQ Manufacturing to discuss a potential partnership

Possible ideas
AAEQ suggested they could help build awareness of the Don’t Trash Nevada program through their e-newsletter and postcards and by printing a message on their receipts. They do the mailing on a quarterly business, 2 mailings 30 days apart.

Mr. Stolberg could provide insights into how to incorporate recycling at clean up events.

Team discussion
The question of how this will work with sites using NVCCU for recycling was raised.

The NPS has set a goal to have an RFP out for recycling in the near future.

The BLM has a restoration account that money from the sale of recycled materials can go into

**Action Items**

- Beth will ask Scott if he is interested in putting bins in the Middle Kyle area.
- Beth will get with Amy and Nancy about arranging a maintenance site visit for Scott.
- Beth will get with Nathan about having Scott do a ride along.

**Agenda Item: Recycling Messaging**

Overview: The team discussed how to coordinate recycling message for the four agencies.

Discussion
Everywhere there’s a trash can there will need to be some sort of recycling container

Sarah suggests one uniform look but several ways to apply it (e.g., spray paint a dumpster, something nicer for indoor locations)

One design will work but there will need to be different sizes and different methods to apply it; Potential locations include inside office, airport, city park, trail, campground

On mesh a sticker wouldn’t work but a stencil that can be painted on would work
Is it SNAP or DTN? Consensus seems to be we’re promoting DTN not SNAP; DTN has potential to be used by additional partners and sponsors

The logo won’t be used commercially to generate profits but having the logo on trucks and receipts increases awareness

With other governments involved the website becomes increasingly important

NPS is putting a powerpoint together on what is currently being done, what concessioners are doing, what was suggested in team feasibility study to be presented to management staff; Bill’s concern is more about bins at launch ramp how do we make it identifiable that it’s a recycling bin and here’s what goes in it and there needs to be consistency from the companies; let’s come up with a color that benefits all 4 agencies; recycling arrows with a little DTN tagline

**ACTION ITEMS**

- Beth will develop a list of the type of containers that could potentially be used
- Beth will get with Cecile from Keep America Beautiful about whether or not there’s a national standard
- Beth will look into this National organization in Denver that sets recycling standards

**Agenda Item: Round Table**

**Overview: Team members shared updates.**

**National Park Service**

NPS presenting ppt (see above) in March.

They are working with new contracting officers to look at implementation process for getting a contractor doing recycling in the park. The park doesn’t have money to pay a contractor to do it so at the beginning Nancy will be looking for volunteers to bring the recycling to a central location and getting a contractor to pick up from a central location.

KAB completed their 2009 litter study, Nancy brought a copy for the team

The NPS has lots of cleanups scheduled; every weekend both employees are at a clean up;

At a cleanup in Laughlin last weekend, one large site, 10 smaller sites filled up a 40 yd roll off with debris, clothing, liquor bottles, cans of food in a homeless area, LE told them to move on, Catholic Charities came in to help them find places, restoration was going to happen but it’s been postponed to fall; homeless moved to a different area that employees stayed and cleaned up; Erika noted that team members will see more and more of this; The team will not be addressing this homeless desert dumping issue in a public way but they do have to be aware of the biohazards that accompany the problem
The NPS hired a high school student Shane Peterson to bridge the gap between NPS and Boulder City H.S. getting high schoolers to do 100 hours in the park with litter cleanups

Forest Service
Maria is doing the winter version of litter reduction study, up there every weekend, snowplayers are definitely different than picnickers.

The ski area put in port a potties around the meadow

Garbage cans are being put out in pull outs thru end of February to see if this reduces littering then Patty’s job would be to collect the trash from these bins

Spring Cleaning is May 8th. They will not be doing the pine needle clean up at the same time this year.

Fish and Wildlife Service
Recycling is still going well. They filled a dumpster in a month. It doesn’t seem like the community is using it at all. The next step is to try to reduce amount of times Republic Services coming out.

Bureau of Land Management
The heavy equipment operator and Nathan met to come up with ideas and strategies to use some of the equipment at the clean ups; it brings up a whole other level to the NEPA process though.

The Support Services Branch Chief is looking into recycling issues to see what can be dictated to the Facility Manager at the Interagency Office since it’s leased.

In the next 2 weeks the supervisory natural resources specialist position will be announced. It’s a 3 year term position

**ACTION ITEMS**

- Beth will send out the link for the 2009 KAB litter study to the team.
- Beth will organize clean up for the road along the way to Corn Creek with Nathan and Amy before the end of May.
Agenda Item: Messaging Campaign

Overview: The team met with B&P, the new marketing firm, to review past messaging efforts and discuss ideas for the future.

Summary of the past

The DTN media campaign started with a limited budget and didn’t have the opportunity to measure awareness of the general public regarding litter and desert dumping problem.

Respect, protect and enjoy was the message but it was never a directed “Don’t trash, this is the problem and these are the opportunities to help” message.

Good ads were done and the media placement primarily targeted print, a bit of radio, cinema and billboards.

The website proved to be key

Need to continue awareness and take it to the next level to change behavior

Introduce people to problem, give info to act, give opp to do st about it

Recycling component that’s been added, need to consider that

Ideas for the future

Message needs to be firm but not punitive and not in your face. This is a new problem with new opportunities.

Introduce people to the problem, give them info to act, and give them an opportunity to do something about it.

Recycling component that’s been added needs to be considered

Have to reach such a large audience

Next campaign should roll out Memorial Day weekend

Power and finances drive behavior change; this is what you can do to make a difference, here’s a monetary gain

In terms of effectiveness there are some things that can be done with the website to gather info; social media can also be used

Media Buy proposal (3 page handout provided)
Try to hit people in multiple locations and throughout their daily lives

NPS has bags that concessioners distribute, concessioners once had a campaign that gave kids an ice cream cone if they brought in a bag of trash; no glass and Styrofoam needs to be part of messaging; they have gas pumps that could carry messages;

Pauite rest stop might be a potential spot to target

*Recycling Events*
Decorate a trash bin like the cows in Chicago (or wherever) make them a focal point; could involve schools

*Hector and Super Hector*
B&P will take it to the next level

Don’t Trash Nevada Pledge - Perhaps a patch with Super Hector on it, Scouting uses patches that you earn

Could sell Don’t Trash Nevada t-shirts

Website can use B&P creative

With regards to the mascot, the team needs to commit and get fully behind it then with a Super Hector fan club and the pledge tied into it

*Give Aways*
Car magnets, tattoos, post its, need stickers

**ACTION ITEMS**
- *Beth will look into donations of creative time from students, freelancers*
- *Beth will look into partnering with Paiute*
- *Beth will find a team meeting time first week of April*
- *Beth will get media creative on April Board agenda*

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**Agenda Item: Board Feedback on the Strategic Plan**

**Overview:** The team discussed how to incorporate the feedback from the Board on the Strategic Plan.

**Discussion**
Conflicting priorities – we realized it was a touchy subject but the content needs to remain the same

Hector’s Helpers Site Adoption Program will be the name of the adoption program

Earned Income - Recycling
The FWS takes recycling money and gives it to collections. The NPS and BLM if they go thru procurement can put it into their local restoration program.

Selling t-shirts is not really a way to make money. It is more of a messaging strategy to cover costs of the t-shirts.

**ACTION ITEMS**

- Beth will add to the measurable decrease goal that says based on an accurate baseline per Bill’s suggestions
- Beth will edit Page 7 sustainability by adding after other means such as in kind donations
- For letter F Beth will revise so that it says participate in other government litter efforts
- Beth will add a sentence about earned income to the strategic plan

**Agenda Item: Recycling Bin Grant**

**Overview:** Team members learned of a grant opportunity and decided on the amount to request.

**Discussion**

The team had the opportunity to request a grant of recycling bins that could be used at various events. They decided it was best to ask for the full amount possible.

**ACTION ITEMS**

- Heather will submit a grant request for 75 units.

**Agenda Item: Website revisions**

**Overview:** The team members decided at what level they wanted to be involved with the website revision project.

**Discussion**

Need to talk to the webmaster and LaNelda

The team would like to see a few options in storyboard format and have the opportunity to discuss how it would expand and work but they do not need to be involved in the development of the storyboards.

**ACTION ITEMS**

- Beth will work with the PLI webmaster and LaNelda to develop storyboards for the team’s consideration.