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

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Executive Summary

- The street team portion of the media campaign was completed.
- The Hector’s Helpers program with the Clark County School District continued curriculum development.
- The team was selected to serve on the litter and recycling work group for Keep Las Vegas Beautiful.
- The team continued to develop the GIS database.
- A total of five clean-up events were conducted this quarter.

Summary of Attachments

- Meeting Agendas
- Meeting Minutes
- Street Team Completion Report

Collaboration with Interagency Teams

The Interagency Anti-Litter Team met twice this quarter: August 24 and September 28, 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.

Task Agreement
The current task agreement based on the Round 4 and 5 SNPLMA awards was extended to April 15, 2010. The expiration date for the Round 4 and 5 SNPLMA awards was also extended. The final expiration date is December 31, 2011.

To facilitate continuation of the accomplishments of the anti-litter and desert dumping team, the Bureau of Land Management will need to continue to move the process of developing a continuation of the UNLV task agreement forward. A draft scope of work has been developed and a proposed budget has been submitted. The continuation document is based on the SNPLMA Round 6 and 7 nominations that were awarded.

Collaborative Efforts
The Hectors Helpers Youth Initiative project continued with the Clark County School District. Two teachers at the West Career and Technical Academy School have incorporated multiple projects into the weekly lessons related to Don’t Trash Nevada messaging, adoption programs and GIS database development.

The team’s collaboration with Keep Las Vegas Beautiful continued. The project manager was assigned to the litter and recycling working group. That group plans to organize an event for America Recycles Day (ARD), sponsor a compost bin truckload sale, organize a Earth Day Every Day fair and will coordinate the annual litter index.

Keep America Beautiful asked the team to serve as the state coordinator for America Recycles Day. The SNAP board signed a Memorandum of Agreement for the team so the team will gather details on ARD events throughout the state and report on the accomplishments to KAB. The team’s effort for ARD will be conducted at the UNLV homecoming football game where the SNAP recycling image will be unveiled for the first time.

Recycling Efforts
B&P Marketing provided four options for the team to consider as recycling images. The team selected one and it will be included in a half page ad to be run in the Las Vegas Review Journal on November 15, 2010, America Recycles Day. The image will also be displayed at the ARD event at UNLV’s homecoming game.

GIS Project Planning and Management
Members of the team met with the scientists developing the GIS database to assist in developing the curriculum for the Hectors Helpers program. The curriculum will provide students with knowledge, skills and abilities in developing a GIS community based monitoring program. This curriculum will create reusable learning objects and activities which can be applied to a wide variety of monitoring programs beyond that of desert dumping such as urban forestry, trail signage, etc.

Task 2: Messaging Campaign
The street team portion of the media campaign was executed at both Mt. Charleston and Lake Mead. Due to a fire the Mt. Charleston event had no participants. The Street Team program includes:

- Five “Brand Ambassadors” in Don’t Trash Nevada t-shirts for six hours who will walk throughout the area interacting with park visitors, distributing “Don’t Trash Nevada” trash bags and helping to point out trash receptacles and collect filled trash bags. Ambassadors will be versed with facts to better educate each target consumer. The talking points for Mt. Charleston are attached as an example. A street team event at LAME will have talking points that highlight the natural features of the recreation area.
- Production of business card sized “Prize Entry” forms that will be stapled to trash bags. Brand Ambassadors will collect filled trash bags and completed prize entry forms and inform participants that winners will be notified by email. All entry/entrant information will become property of UNLV:PLI so that the participants can receive information about Don’t Trash Nevada events.
- Acquisition by the marketing firm of $150 in prizes in addition to any partner-provided prizes that may be available.
At the Lake Mead event which was held over Labor Day, 60 groups provided contact information and more than 335 bags were distributed. A summary of the event is included in the attachments.

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 October 2006 - March 2010 indicated 1,227,523 successful server requests, and 184,453 successful page requests (See Figure 1 below). During August 2009 the website migrated to a new server which impacted the collection of the statistics.

During this quarter, new information tracking has been implemented for April 2010 moving forward. This information tracking will more accurately track the number of individuals that visit this site and how many pages they visit (See Figure2 below).

Figure 1 shows Don’t Trash Nevada quarterly web traffic since the site went live to March 2010.
Figure 2 shows Don’t Trash Nevada quarterly web traffic July – September 2010.

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 July - September 2010

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Number of Direct Contacts</th>
<th>Number added to Mailing List</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carp Rodeo</td>
<td>176</td>
<td>78</td>
</tr>
<tr>
<td>Labor Council for Latin American Advancement National Convention</td>
<td>150</td>
<td>50</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 286 volunteers donated 1,184 hours to our public lands during fifteen 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 $23,976.00.
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 the number of volunteer hours by quarter.
Figure 4 shows volunteer hours contributed each quarter since program inception.

![Economic impact of volunteers by quarter](image)

Figure 5 shows the value of volunteer hours since program inception in dollars and cents.

![Cubic yards of waste removed by volunteers per quarter](image)

Figure 6 shows the number of cubic yards of waste removed from public lands by volunteers.
Figure 7 compares the volume of trash removed from public lands since program inception to a popular monument.
Volunteer Clean-Up Events

The five 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.

Conservation Transfer Area Clean Up Event  
August 21, 2010 - Conservation Transfer Area – BLM  
Forty volunteers, including Shadow Ridge HS students and staff, contributed 200 hours of service assisting the BLM in removing trash and debris from the Conservation Transfer Area.

National Public Lands Day – Lucky Strike Canyon  
September 25, 2010 – Red Rock Canyon NCA - BLM  
A total of 78 volunteers assisted the BLM in successfully removed 35 cu. yards of debris and installed 25 feet of post and cable.

National Public Lands Day – Great Unconformity  
September 25, 2010 – Great Unconformity – BLM  
Fifteen volunteers contributed 60 hours of service assisting the BLM in removing trash and debris from the Great Unconformity.

National Public Lands Day – Lake Mead  
September 25, 2010 – Boulder Harbor - NPS  
A total of 113 volunteers contributed 452 hours assisting the NPS in successfully removing 9 cubic yards of garbage and 1200 lbs of glass. This project helped prepare the Boulder Harbor area for the Bridging America Event parking.

Desert Oasis HS Clean-up  
September 25, 2010- Desert Oasis HS - BLM  
Forty volunteers from Desert Oasis HS removed 20 cubic yards of debris from the vacant BLM parcel adjacent to their school.
Table 2. Don’t Trash Nevada Sponsored Clean-ups April – June 2010

<table>
<thead>
<tr>
<th>Date</th>
<th>Agency</th>
<th>Location</th>
<th>Nature of Work</th>
<th>Number of Volunteers</th>
<th>Accomplishments</th>
<th>Total Volunteer Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/21/2010</td>
<td>BLM</td>
<td>Conservation Transfer Area (North End of Decatur Rd. Las Vegas)</td>
<td>Clean Up</td>
<td>40</td>
<td>Successfully removed 95 cubic yards of trash and debris from the area.</td>
<td>200</td>
</tr>
<tr>
<td>9/25/2010</td>
<td>BLM</td>
<td>Lucky Strike Canyon</td>
<td>Clean Up</td>
<td>78</td>
<td>Successfully removed 35 cu. yards of debris and installed 25 feet of post and cable</td>
<td>312</td>
</tr>
<tr>
<td>9/25/2010</td>
<td>NPS</td>
<td>Boulder Harbor</td>
<td>Clean Up</td>
<td>113</td>
<td>Successfully removing 9 cubic yards of garbage and 1200 lbs of glass</td>
<td>452</td>
</tr>
<tr>
<td>9/25/2010</td>
<td>BLM</td>
<td>Great Unconformity</td>
<td>Clean Up</td>
<td>15</td>
<td>Volunteers removed 20 cu. yards of trash</td>
<td>60</td>
</tr>
<tr>
<td>9/30/10</td>
<td>BLM</td>
<td>Desert Oasis HS</td>
<td>Clean Up</td>
<td>40</td>
<td>Volunteers removed 20 cu. yards of trash</td>
<td>160</td>
</tr>
</tbody>
</table>

Table 2 summarizes all Don’t Trash Nevada sponsored clean up events from July - September 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 over 402 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.

Submitted by:
Margaret N. Rees, Principal Investigator

October 5, 2010
Date
ATTACHMENTS
Meeting Called By: Erika Schumacher, team lead  
Participants: Beth Barrie, Nancy Bernard, Bob Loudon, Amy Sprunger  
Location: Lake Mead Water Safety Center

<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>Round Table:</strong> Team members will provide updates on litter related topics from their agencies</td>
<td>Team members</td>
</tr>
<tr>
<td>9:30 AM</td>
<td>10:00 AM</td>
<td>0:30</td>
<td><strong>Fall Events and Volunteer Nominations:</strong> Team members will share fall event info and finalize volunteer award nominations.</td>
<td>Erika Schumacher</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>10:30 AM</td>
<td>0:30</td>
<td><strong>KAB and America Recycles Day:</strong> The team will receive an update on KAB and learn of the team's state coordinator role in America Recycles day.</td>
<td>Beth Barrie</td>
</tr>
<tr>
<td>10:30 AM</td>
<td>11:15 AM</td>
<td>0:45</td>
<td><strong>Marketing:</strong> The team will receive street team and t-shirt updates and review the next installments in the Super Hector comic books.</td>
<td>Beth Barrie</td>
</tr>
<tr>
<td>11:15 AM</td>
<td>11:30 AM</td>
<td>0:15</td>
<td><strong>Hectors Helpers:</strong> The team will receive an update on the status of the podcast and West CTA school programs.</td>
<td>Beth Barrie</td>
</tr>
<tr>
<td>11:30 AM</td>
<td>11:45 AM</td>
<td>0:15</td>
<td><strong>Extension and task agreement updates:</strong> The team will learn of the status of the New Day proposal and the task agreement continuation.</td>
<td>Erika Schumacher</td>
</tr>
<tr>
<td>11:45 AM</td>
<td>12:30 PM</td>
<td>0:45</td>
<td><strong>Extending Pilot Litter Program Strategy Brainstorming:</strong> The team will begin to develop a strategy for meeting this team deliverable.</td>
<td>Team members</td>
</tr>
</tbody>
</table>

Total: 3:30
**Anti-Litter Team**  
**Meeting Agenda**  
**September 28, 2010**

**Meeting Called By:** Erika Schumacher, team lead  
**Participants:** Beth Barrie, Nancy Bernard, Bob Loudon, Amy Sprunger, Gordon Gilbert  
**Location:** Interagency Office Conference Room A

### Agenda

<table>
<thead>
<tr>
<th>Start Time</th>
<th>End Time</th>
<th>Duration</th>
<th>Item Description</th>
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<td>Team members</td>
</tr>
<tr>
<td>9:30 AM</td>
<td>10:00 AM</td>
<td>0:30</td>
<td><strong>America Recycles Day:</strong> Team members will receive an update on the America Recycles Day event and provide input on the day’s activities.</td>
<td>Beth Barrie</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>10:15 AM</td>
<td>0:15</td>
<td><strong>Break</strong></td>
<td></td>
</tr>
<tr>
<td>10:15 AM</td>
<td>11:00 AM</td>
<td>0:45</td>
<td><strong>Marketing:</strong> The team will receive info on the LAKE street team event, review recycling logos, decide which to use and develop a prioritized list of partners to reach out to.</td>
<td>Erika Schumacher</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>11:15 AM</td>
<td>0:15</td>
<td><strong>Hectors Helpers:</strong> The team will receive an update on the status of the podcast and West CTA school programs.</td>
<td>Beth Barrie</td>
</tr>
<tr>
<td>11:15 AM</td>
<td>11:45 AM</td>
<td>0:30</td>
<td><strong>Website:</strong> The team will brainstorm features they would like to see included on the website.</td>
<td>Erika Schumacher</td>
</tr>
<tr>
<td>11:45 AM</td>
<td>12:00 PM</td>
<td>0:15</td>
<td><strong>Smart Phone App:</strong> The team will discuss the possibility of developing a smart phone app to work with the GIS database.</td>
<td>Team members</td>
</tr>
</tbody>
</table>

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

Date: August 24, 2010
Location: Interagency Office
Meeting Called by: Erika Schumacker
Attendees: Beth Barrie, Nancy Bernard, Gordon Gilbert, Bob Loudon

Agenda Item: Roundtable

Overview: The team members provided updates on the anti litter and desert dumping activities at their agencies.

National Park Service
The assistant volunteer coordinator is leaving Sept 26 and it is uncertain if she will be replaced. Lots of events this fall into the Spring. With High schools they have learned that you have to be in schools early, have to gear events towards them, try to provide transportation, make it easy for them to just show up;

Dumpsters for DTN stickers 200 trash receptacles 200 recycling bins

Upcoming events include National Public Lands Day Sept 25, National Recycling Day clean up at Calville Nov. 13

Recycling logo – accept price quote

Nancy shared information from the NPS climate change initiative. The Climate Friendly DOI website link is http://www.nps.gov/climatechange/

Discussion took place regarding areas where cars are burned. The BLM ends up leaving burn remains, NPS has a cliff area w/lots of cars being pushed over. It’s possible that you could do more damage removing these

Bureau of Land Management
The state office and Washington office haz mat chiefs visited (they cover solid waste too); They were impressed with the litter team’s accomplishments, outreach and community involvement; It seems that the national office will be supportive for money requests; They were most impressed with the types of parcels and the homeless encampments; They saw that the disposal boundary parcels need to get taken care of – a big question to be answered includes how many parcels really can’t ever be sold because they’re encumbered with rights of way, detention basins, or lack of access;

United States Forest Service
Maria gave a presentation on the winter study, carrying capacity needs to be established

United States Fish and Wildlife Service
Amy needs info on Nathan’s clean up; For Mud Hills clean ups LE needs to be present due to target shooting;

If team members need info on recycling fluorescent lights they can contact Amy
From November to January the visitor contact station will be moved and might be shut down; They are almost a year from breaking ground

**Fall Events**
Between now and December we have 10 events that are litter; Aug 21, Sept 18,

NPLD – NPS litter not sure where it will be, litter at Great Unconformity, restoration at lucky strike, FWS – restoration Ash Meadows, Gold Butte restoration

Sept 30 Desert Oasis; Oct 2 Red Rock Audubon Society at Moapa; Oct 9 Cottonwood Cove beach cleanup; Oct 30 Las Vegas boat harbor clean up; Nov 11 Calville bay clean up for America Recycles Day; Dec 20 BLM/BOR Hollywood cleanup

The litter team will keep reporting their clean ups as they have in the past although the IVP team plans on reclassifying things in their report.

**Volunteer Nominations**
The litter team will nominate Tall Scott and his wife Claire and Howard Hughes

**Marketing**
Trashed – don’t know that they’d make an arrest but would ask them to clean it up and charge a restitution fee and restitution fee would go to agency for barriers, rehab; They would have to go to court to make an appearance; Could show them standing in front of a judge

Party at the lake and Dangerous Roads – looks good

The Team would like them done in English too.

Check the spelling. The team really likes the messages incorporating safety and conservation

Beth will get Amy, Bob, Nathan white trash bags

The team would like to test out the bumper stickers before placing a big order

**Youth Initiative Funding**
At NPS youth could go out on water to do maintenance, around 11 or 12 could do beach clean ups with an assistant volunteer coordinator going around asking families to clean up; BLM has 3 employees that could supervise; Beth will start emailing to put together a list of projects include Angelina so it can go to Ida; could have standard meeting place like UNLV;

Beth will send Amy description of podcast position

For all CIs expiring in 2010 New Day would extend it to end of 2012, supposed to have been signed last week; PWG will be looking at accomplishments and is it literally 12 or is it the intent of community involvement, clean up
Pilot litter program
Began with contractor picking up litter, then contractor organizes volunteers to pick up litter, and also to do observation to figure out how to reduce litter; Groups go to recreation sites, individuals help clean up side of the road; idea is to move people from picking up litter once/yr to being hosts like street teams were

FWS – could go into Corn Creek but it’s small, border community;

NPS – adopt a cove now up to 106-7 thanks to outreach having a table at the marinas; a year from now will be able to tell true success of program; Nancy has told them they have to foster these new relationships with the folks that have signed up

Desert Oasis high school might adopt an area

Identify pieces of program and which pieces are being done on the other lands.

Number one thing is relationship building.

To extend it the team will be taking it to next step and developing host concept – there at the beginning of the day passing out bags saying pack it in pack it out; or if there’s a dumpster there here’s a bag at the end dump it here

BLM – adopt a block is like hosting

How do you develop host program for each of the lands – report on success of NPS beach host program for recycling, get w/Maria to do Hispanic outreach for Spanish speaking/bilingual hosts

Spring cleaning is also part of it but NPS and BLM do other things for that

Road decommissioning for FWS as a spring cleaning event, reach out to Corn Creek residents

Alternative Spring Break Amy could talk to Angelina about road decommissioning

**ACTION ITEMS**

- Beth will get Nancy info on magnets for dumpsters
- Beth will accept the B&P price quote to design a recycling logo
- Nathan will send Amy info on Mud Dunes clean up
- Beth will get with Erika so that there is a LE presence at clean ups of Mud Dunes
- Beth will make sure the volunteer nominations are completed.
- Bob will get the volunteer nomination forms to Patti.
- Beth will get Amy, Bob and Nathan the white DTN bags
- Beth will start emailing to put together a list of projects include Angelina so it can go to Ida
- Beth will send podcast position description to Amy
Anti Litter Team Meeting Minutes

Date: September 28, 2010
Location: Inter Agency Conference Room A
Meeting Called by: Erika Schumacker
Attendees: Beth Barrie, Nancy Bernard, Bob Loundon, Amy Sprunger, Gordon Gilbert

Agenda Item: Round Table Litter Related Topics
Overview: Team members provided updates on litter related topics from their agencies

BLM – clean ups are in full gear; received a dump stake bed truck surplus vehicle from YOSE; They did an EA to post and cable in the disposal boundary and will start putting them up in the Spring

NPS – 112 people at NPLD but only 180 registered, it’s the disadvantage working with youth because they end up with no-shows. Update on the bridge opening: The hotel area will be used for bridge parking, and the last bus for bridge is at 2:00 pm.

USFS - slower season now, September numbers are in; FY 2009 17,907; FY10 18000+, 100 less volunteers but same amount of litter, PR in 09 was effective.

FWS – all counters reflected significant drop in visits, 20-30%; NPS fee stations down 30% in revenue; NPLD event half dozen signed up but 40 showed up; October 23rd National Refuge week days.

**Action Items**

• Dara at NPS can tell Gordon how much the post and cable costs
• Spring events need to be on October litter team agenda

Agenda Item: America Recycles Day

Board signed MOA so DTN will be state coordinator

Potential partners include Sierra Club, Outside Las Vegas, Red Rock Audubon, NVCCU, Republic’s robot, Friends of DNWRC, SNAP education team, Mojave Max, Don’t Trash Nevada.

Recycling Logo – The team selected the bottom one on the page of designs but would like a 3rd arrow added.

Potential partners to reach out to about using the new logo are:

KLVB, Republic, Airport, NPS Concessioners (Beth will work with NPS concessions office), Clark County Government buildings, CCSD, NASCAR, City of Henderson, N Las Vegas, Boulder City, Chamber of Commerce, Springs Preserve, UNLV Thomas & Mack, Casinos.

**Action Items**

• Beth will look at bulk rate for stickers
• Beth will send final image to Erika

Agenda Item: Hectors Helpers

Ellen has Hectors Helpers 5th grade curriculum ready
Educators and this page should like to GON events, Kids, Volunteers, Businesses, Partners (but embedded on pages too), Recycling (where to take stuff), Government Agencies, Hispanic outreach.

Pilot Litter – we could pay youth to serve as hosts

**ACTION ITEMS**

- Erika will talk to Red Rock about another Street Team
- Beth will get with Deb about hiring youth
Don’t Trash Nevada

September 4th- Labor Day Weekend

Lake Mead National Recreation Area

www.DontTrashNevada.org
Garbage Bags (White Don’t trash Nevada):
60+ Prize forms collected
335+ Bags Distributed

Primary distribution points included:
Picnic Area in Lake Mead Recreational Area
Boulder Beach area
Consumer Insight:
- Consumers liked the program concept and were encouraged by the program’s use of the raffle.
- 85%+ of the bags were handed out to consumers at the beach area in contrast to the Picnic Areas.
- The area became increasingly busy from 10AM-1PM with high winds and very hot temperatures driving people from the beach and the picnic areas.
- Some consumers were reluctant to provide any information about themselves but were happy to accept bags and dump them when filled.
- Smaller bags were better received and more appropriate for the environment.
- Many family groups with young children who were educated on the importance of cleaning up by the parents.
- Many athletic training groups were there at 10AM and asked specifically about cleaning up trails around the lake mentioning that the trails were littered with trash.
- Park rangers and staff were very helpful in pointing our teams in the right direction for consumers as well as proving a safe environment to distribute/collection bags.
- Overall the program should be viewed as a success and was very impactful in reminding consumers of the importance of cleaning up after themselves and keeping Nevada Clean.