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Take Pride in America in Southern Nevada: Quarterly Progress Report, Period Ending December 31, 2005

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QUARTERLY PROGRESS REPORT

University of Nevada, Las Vegas
Period Ending December 31, 2005

Cooperative Agreement Number FAA010017
Take Pride in America in Southern Nevada

Executive Summary

- Messaging campaign proposal approved by the federal Land Managers.
- Invitations sent to potential Community Steering Committee members.
- Project Manager Doug Joslin appointed to new county-wide Southern Nevada Recycling Advisory Committee.
- Four public service announcements produced by UNLV students.
- Contract with the Nevada Division of Forestry (NDF) in progress for prison crew site clean-ups.
- Plan for agency requests for additional dumpsters and/or roll-offs approved by team.

Collaboration with Interagency Team

The Interagency Anti-litter Team met three times during the past quarter on October 12, November 9, December 15, 2005 (*see attached agendas and minutes*). The team continues to meet on a monthly basis and is providing direction on all four subtasks, as detailed below.

Subtask 1: Strategic Planning and Project Management

Community Steering Committee

The interagency team has identified a group of community stakeholders, to whom a letter of invitation has been sent (*see attached*). After participants have been confirmed, several meetings will be planned for Spring 2006. The team is working on roles and responsibilities for the steering committee, and Project Manager Doug Joslin has prepared a tentative plan to help facilitate the process.

Anti-Litter Research

Project Manager Doug Joslin has researched several successful and award winning anti-litter campaigns (*see attached summary*). He provided the team with selected excerpts from this research for their review and follow-up. While there is no program that is a parallel to the Take Pride in America in Southern Nevada task order, several key points will be used as baseline assumptions as the program moves forward.

On October 12, 2005, Doug Joslin met with Linda Miller and Steve Berger, U.S. Fish and Wildlife Service. They met to tour different areas of the wildlife refuge and to discuss the problem litter and dumping areas in the refuge and surrounding areas. Doug Joslin used this opportunity to gain a better understanding of the problem areas and how U.S. Fish and Wildlife Service staff enforce violations and promote prevention.

On November 1, 2005, Doug Joslin went on a ride-along with Ranger Chris Allen, Bureau of Land Management, to identify problem areas and review that agency's enforcement procedures.

Recycling Research

Doug Joslin has been selected to represent the interagency team on the Southern Nevada Recycling Advisory Committee. The goal of this committee is to make recycling recommendations to policy makers in southern Nevada. This committee will be a source of information and research for recycling opportunities that could be made available to the public lands. The first meeting is scheduled for early 2006 and will be summarized in the next quarterly report.

Subtask 2: Messaging Campaign

Public Service Announcements

Doug Joslin worked with UNLV-TV and UNLV undergraduate students to create four public service announcements for the program as part of a class assignment. On December 15, 2005, the Anti-litter team reviewed the students' work and agreed to pursue a media buy for one of the PSAs. The team selected a representative to work with Doug Joslin and UNLV-TV to make the suggested edits, with an air date targeted for February 2006. The team is working on thank you letters to the students and faculty who contributed to the effort.

Messaging Campaign Strategic Plan

The interagency Anti-litter team has met several times to consider campaign strategy. Doug Joslin and team lead Don Miller presented a proposal to the Federal Land Managers on October 27, 2005, which suggested the development of a universal message. The federal managers approved the proposal, and the Anti-litter team will meet

in January 2006 with Aztec Communications. As local marketing professionals contracted with the university, Aztec Communications will help guide the team through a process that will lead to the development of an overall marketing strategy.

Subtask 3: Litter and Desert Dumping Clean-up

The team has begun organizing and prioritizing selected clean-ups to be completed by the Take Pride in America in Southern Nevada program. Team members have selected sites and a process is underway to divide these sites between volunteer events and alternative workforce events.

Doug Joslin met with Jorge Gonzalez, Nevada Division of Forestry, on October 25, 2005. They drafted a contract that will allow the Anti-litter team to use the Nevada Division of Forestry Conservation Crews, which are comprised of minimum-security inmates from the state prison system. The contract document is now at the NDF state office for final review and signature. Mr. Gonzalez met with the interagency team on December 15, 2005, to describe the logistical limitations and scope of work these crews can perform. The limitations include terrain considerations, distance from roads, firearm policies, and crew size. This information will allow the team to more efficiently target specific sites that meet the requirements of the NDF crews.

Additional Dumpsters, Trash Receptacles and Collection

The team is currently working on a plan that will allow agency staff to access dumpsters and roll-offs on an as-needed basis. The team has concluded that the addition of dumpsters on year-long contracts is less vital to litter prevention than the need presented by special events, long weekends, seasonal variability, etc. The team favored creating a mechanism that allows federal staff to request additional dumpsters and/or roll-offs as a more direct means of eliminating litter on an ongoing basis.

The team requested that the university develop a website that allows agency staff to conveniently make requests for dumpsters and trash receptacles, which will be reviewed by the Anti-litter team at regular intervals. The team expressed concern about the fair and equitable use of dumpsters and roll-offs among all agencies. The program will be carefully monitored in the early stages and adjustments will be made as needed to address these concerns. The proposal will allow staff to identify areas of greatest need and meet those needs in a timely manner to prevent litter. The website will also serve as a mechanism for researching needs on a regional and agency basis.

Subtask 4: Judicial System Analysis

As part of the ongoing judicial analysis, on October 19, 2005, Doug Joslin and UNLV Research Assistant Allison Wirth met with Margaret Stanish, Assistant United States Attorney, District of Nevada, to discuss the judicial analysis subtask. Ms. Stanish provided information regarding relevant legislation, regulations, and codes as they relate to litter and desert dumping, an assessment of current litter-related penalties (type, number imposed, consistency and effectiveness), identification of improvements that could be made to increase effectiveness of the system, and the development of a written protocol for the coordination with magistrate and associated record-keeping in regard to fines imposed and restitution collected.

Doug and Allison also met with John Tesar, National Park Service, on October 21, 2005, to discuss National Park Service policies and regulations pertaining to litter and dumping enforcement. On October 25, 2005, Doug and Allison observed proceedings in the Federal Court, taking note of the process used by the agencies to bring cases before the magistrate and adjudication of those cases. The court date also served as an opportunity to discuss the process with Glen Anderson, Law Enforcement Specialist/Court Officer.

It is clear from initial investigation that there is no uniformity among the federal agencies and the court system regarding the tracking of environmental crimes for littering and dumping. Initial requests for data pertaining to fines and penalties assessed have varied widely among the agencies and the courts, as well as between different staff within the same agency. Estimates of cases submitted for prosecution by the agencies do not match reports provided by the Central Violations Bureau (CVB). This is due in large part to the absence of a comprehensive and unified database for tracking cases and penalties. The lack of unified and comprehensive data will require much more research and validation efforts than originally anticipated.

Use of Fines for Southern Nevada Efforts

The task agreement calls for an assessment of whether fines collected can be used to help fund the overall anti-litter/desert dumping initiative. If the intent of the task agreement was to investigate the ability to return Nevada fines and penalties to Nevada projects, preliminary research indicates that U.S. law prevents the use of fines and penalties for such a purpose.

In 1984, Congress passed the Victims of Crime Act, creating a Crime Victims Fund as a separate account in the Treasury used to compensate crime victims (42 USC 10601(a)). The Act requires that all fines that are collected from persons convicted of offenses against the United States be deposited into the Fund (42 USC 10601(b) (1)). Of the few exceptions listed in the Act, the offenses of littering and dumping are not listed (See 42 USC 10601(b) (1) (A)-(B)). All penalty assessments collected under 18 USC 3013 must also be deposited into the Crime Victims Fund. Money in the fund is available for grants under various statutes applying generally to crime victims, as well as more specific grants

for such things as child abuse prevention and treatment and grants to victims of terrorism or mass violence (42 USC 10601(d)).

The Victim of Crimes Act and associated laws and regulations require that fines for crimes committed against the United States be deposited into the Victim of Crimes Fund. There appears to be no legal way to reroute fines collected in Nevada for any other purpose. However, the university and the Anti-litter team will continue to investigate various funding options that may be available, including restitution.

Submitted by:

Margaret N. Rees, Principal Investigator

December 30, 2005
Date

Meeting Agendas and Minutes

AGENDA

Anti Litter Team Meeting

Date: October 12, 2005
Time: 9:00am – 11:00am (may run long)
Location: US Fish and Wildlife Service conference room, Interagency Office

Meeting called by: Douglas Joslin

Please bring: Everything you know about the project expectations. We need to come to a consensus on deliverables.

9:00am	Review and approve draft vision, mission, and values statements. Last chance to comment before draft is removed from the title. (posted on GroveSite)	All
9:05am	Old Business Participation letter to Clark County and Clark County Health District regarding task force participation. GroveSite follow-up. Does everyone have access and received training?	Doug
9:10	Introduction of Allison Wirth, Research Assistant Allison has begun the research process for the Judicial analysis and review. However, as I think none of us were a party to the creation of the task agreement there are many questions about the exact expectations and deliverables concerning this aspect of the project. We will spend a little time reviewing what Allison has completed thus far and discuss the direction of this task.	Doug
9:40	Meeting Locations The dates and times have been set but we still need space for future meetings. Please bring your conference room availability for this meeting so we can set locations for the coming months.	All
9:50	Review community based anti-litter advisory committee participants. I have received some suggestions and they have been added to the list. This is your last chance to recommend participants for the community based anti-litter advisory committee. We will be discussing the roles for this group, when we will meet, where, how the meetings will be run, etc. during this meeting and once finalized, invitations to participate will be sent.	Doug
10:10	Program presentation for Take Pride in America. Doug's ideas and team comments and input. Doug will be going through the entire task agreement and outlining a plan to meet the deliverables. This is our first real meeting but since I only started in July and there are high expectations we need to make some decisions about the project.	Doug
End	Round table and adjourn	All

Additional Instructions:

Bring businesses cards and any other contact information you would like to share with the group
Bring you calendars for the scheduling phase of our agenda

Anti-Litter Team Meeting Minutes

Wednesday, October 12, 2005

9:00am

USF&W Service Conference Room

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

Attendees: Talmadge Magno, Nancy Bernard, Linda Miller, Lisa Wilson, Robbie McAboy, Don Miller, Steve Berger, Allison Wirth

Please read:

Please bring:

Minutes

Agenda item:	Review and approve draft vision, mission, and values statements. Last chance to comment before draft is removed from the title. (posted on GroveSite)	Presenter:	Doug Joslin
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Discussion:

The team discussed the draft of the document and made two corrections. The first was to replace enormous with greater in the mission statement. The second was to remove "(the golden rule)" from the values statements. There were no other corrections and the team approved the mission, values, and vision statements with the corrections.

Conclusions: The team now has final mission, value, and vision statements

Action items	Person responsible	Deadline
✓ Make corrections as approved and post to GroveSite	Doug Joslin	10/14/05

Agenda item:	GroveSite follow-up. Does everyone have access and received training?	Presenter:	Doug Joslin
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Discussion:

Everyone discussed GroveSite and most were using it for team business. Those that still have problems are encouraged to contact Doug to eliminate any problems. All coordination is done through GroveSite per our previous instructions and its use is vital to coordination.

Conclusions: None

Action item:	Person responsible	Deadline
✓ None		

Agenda item: Introduction of Allison Wrenumber pages

Presenter: Doug Joslin

Discussion:

Allison shared her early research regarding the CFR's for littering and some of their strengths and weaknesses. The team provided information from the law enforcement perspective including the bail schedules and other enforcement tools. This task is a big project and Allison and Doug will be setting up times to meet with law enforcement people in the near future.

Conclusions:

Action items	Person responsible	Deadline
✓ Send bail schedules by e-mail, fax, or post on GroveSite	all	10//05
✓		
✓		
✓		

Agenda item: Meeting Locations

Presenter: Doug Joslin

Discussion:

The team set the location for upcoming regular meetings.
November 9th: NPS offices, Boulder City
December 14th: USDA Forest Service conference room, interagency office
January 11th: US Fish & Wildlife conference room, interagency office
GroveSite will be updated with locations on each calendar entry

Conclusions:

Action items	Person responsible	Deadline
✓ Update GroveSite calendar with locations	Doug Joslin	10/14/05
✓		

Agenda item: Review community based anti-litter advisory committee participants.

Presenter: Doug Joslin

Discussion:

Discussed the option of using a large group as the initial community advisory group. There was discussion about the best way to conduct such an undertaking and if a large community group was the intent of the task agreement or if smaller select representatives was the intent. The conversation made it clear that there is still some discussion that needs to take place to ensure a representative process. The process of creating a strategic plan is an involved one and we will all need to work together to ensure it represents all the agencies productively. Everyone is encouraged to consider how we want to run this process and what the desired outcome looks like for our next meeting

Conclusions:

Action items	Person responsible	Deadline
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✓ Doug will be contacting everyone to discuss the strategic planning portion of the task agreement	NA	NA
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Agenda item: Program presentation for Take Pride in America **Presenter:** Doug Joslin

Discussion:

I tried to squeeze a little too much into our two hour meeting time. However, several ideas were discussed that are helpful in creating ideas for some upcoming initiatives. The biggest obstacles include the strategic planning committee, working together on a method to accomplish clean-ups with the IVP team, and defining expected outcomes. We discussed increasing the meeting time to make more time available during the monthly meeting. As the strategic plan must be a document that all four agencies utilize your input is invaluable to the process. I will have more finalized plans to discuss during future meetings.

Conclusions:

Action items	Person responsible	Deadline
✓ Poll question for three hour meeting on GroveSite	Doug Joslin	10/19/05
✓		
✓		
✓		

AGENDA

Anti Litter Team Meeting

Date: November 9, 2005
Time: 9:00am – 12:00pm
Location: Water Safety Center, Lake Mead (directions attached below)

Meeting called by: Douglas Joslin Don Miller
Attendees: Talmadge Magno Robbie MacAboy
Nancy Bernard Linda Miller

Please bring:

All times approximate 9:00	Good Morning All
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9:05	Update: Judicial Analysis and Review Doug Joslin Allison Wirth and Doug have been gathering information for the report specified in sub-task 4. We have been meeting individuals with information relevant to the report and been arranging ride-alongs and meetings with agency representatives to learn more about the law enforcement process. Once the data is collected we can discuss the recommendations portion as a team at future meetings.
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9:10	Update: Alternative work force Doug Joslin Doug met with Jorge Gonzalez from NDF concerning the use of the conservation camp crews as an alternative work force. The anti-litter team has \$40,000 budgeted for alternative work crews. The contracting process will take 6-8 weeks to complete so we should be able to use the NDF conservation crews for clean-ups beginning in January '06. If any of you have additional ideas for alternative work forces please bring them for discussion with the team.
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9:15	Update: Clark County Joint Resolution Creating the Southern Nevada Advisory Committee Doug Joslin Doug has been officially invited to participate on this committee. If there are any recycling issues from the public lands perspective that you want considered by this committee we can discuss them among the team and I will make sure they are brought forward.
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9:20	Update: Marketing campaign Doug Joslin Doug and Don presented the quarterly report to the SNAP Board on October 27 th . The focus of the meeting was to present and seek approval for the marketing concept we discussed at the September 14 th team meeting. The presentation was the concept outlined in the proposal e-mailed on September 28 th . I have received notification from Don that the SNAP board has approved the plan. After informational meetings with Aztec communications are completed arrangements for them to attend the next team meeting can be made.
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9:25	Discuss SNAP board presentation and resulting guidance Don Miller and Doug Joslin Don received some information after the SNAP board presentation in addition to the approval of the marketing plan.
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9:35	<p>Dumping v. littering Don Miller and Doug Joslin The SNAP board has asked the team to “consider if either litter or dumping is an overall priority and if the agencies would get more benefit by emphasizing one over the other”.</p>
9:55	<p>Strategic Plan Don Miller and Doug Joslin The strategic plan task and the steering committee need to be reviewed. The text of the subtask is attached below for your convenience. The team’s plan for completing this sub-task will be discussed.</p>
10:40	<p>Possible Clean-Up of USF&W Site Linda Miller and Steve Berger USF&W has a clean-up site that starts at the end of Decatur. Recently Steve received an offer of help for the site. This could be the first clean-up under sub-task 3 for the anti-litter team.</p>
10:50	<p>Procedure for clean-ups Don Miller and Doug Joslin How the team plans to meet the 12 volunteer clean-ups utilizing 50-100 volunteers will be discussed. Questions we should address include but are not limited to:</p> <ol style="list-style-type: none"> 1. How will we identify the sites for clean-up under TPLA? 2. Should criteria for selection of sites be created (i.e. no haz-waste sites)? 3. How will the team prioritize sites once identified? 4. Does each agency get 3 clean-ups or do we establish other criteria? 5. How can we assure the clean-up sites aren’t being planned by other volunteer coordinators? 6. Would a developed nomination form for sites assist in the data collection and database of sites requiring clean-up?
11:30	<p>Dumpsters and waste receptacles Don Miller and Doug Joslin Sub-task 3 asks the anti-litter team to “Conduct research for and provide additional dumpsters, trash receptacles and collection on southern Nevada public lands as needed.” The team will discuss what approach should be taken to identify where additional dumpsters are needed and/or share previously identified locations. Once we identify the locations Doug can execute a purchase order to utilize the SNPLMA funds set aside for this task and get dumpsters to the locations. Currently \$111,000 is set aside in the budget for dumpsters. This translates to approximately 9 3-yard dumpsters with 3X weekly pick-up according to a recent quote.</p>
11:50	<p>Round Table and adjourn</p>

Additional Instructions:

Bring businesses cards and any other contact information you would like to share with the group

Anti Litter and Desert Dumping Team November 11, 2005 Meeting Minutes

November 11, 2005
9:00am
Water Safety Center

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

Attendees: Don Miller, Talmadge Magno, Nancy Bernard, Linda Miller, Nancy Flagg, Robbie McAboy, Steve Berger

Please read: NA

Please bring: NA

Minutes

Agenda item: Update: Judicial Analysis and Review Presenter: Doug Joslin

Discussion:

Progress is being made on the report and a first draft should be ready soon. There are a lot of questions to ask so please let staff in your agency know that Doug or Allison may be calling for information concerning citations, fines, and other enforcement actions.

Conclusions:

None

Action items **Person responsible** **Deadline**

✓ None None None
✓
✓
✓

Agenda item: Update: Alternative work force Presenter: Doug Joslin

Discussion:

A contract that will allow us to work with NDF conservation crews is in progress. Once executed we can use the crews to perform clean-ups. Questions for the NDF crews:

- Can the NDF crews be used for large overnight jobs
- Can we use the NDF crews to do large jobs requiring special equipment
- Can the TPLA budget be used for special equipment (I double checked before finalizing the minutes: yes, we can rent special equipment)

Conclusions: Need to work on creating a list of sites for both NDF and volunteer clean-ups.

Action items **Person responsible** **Deadline**

✓ Let Doug know if there are other "alternative workforces" you would like to explore. Forward them to Doug so he can research the option and report back to the team. All ASAP

- ✓ Contact Jorge Gonzalez from NDF and see if he can present at the next meeting to explain the process of working with NDF conservation crews to the team. Doug 11-18-05
- ✓
- ✓

Agenda item: Update: Clark County Joint Resolution Creating the Southern Nevada Advisory Committee **Presenter:** Doug Joslin

Discussion:

Doug has been appointed to the committee and will ensure that recycling issues important to the public lands are presented during policy recommendation discussions.

Conclusions: None

Action items	Person responsible	Deadline
✓ None	None	None
✓		
✓		
✓		

Agenda item: Update: Marketing campaign **Presenter:** Doug Joslin

Discussion:

Don and Doug updated the team about the SNAP Board meeting and their approval of the marketing campaign proposal. Aztec communications will help create the campaign. At the suggestion of Don Miller we should examine if any aspect of the campaign could be accomplished through the use of in-house staff. He advised that the SNAP Board wants teams to explore those opportunities.

Conclusions:

None

Action items	Person responsible	Deadline
✓ Invite Aztec Communications to the December meeting.	Doug Joslin	11-18-05
✓ Look to inter-agency resources and personnel for messaging campaign contributions	All	Ongoing
✓		
✓		

Agenda item: Discuss SNAP board presentation and resulting guidance **Presenter:** Don Miller

Discussion:

Don shared some items that the Snap Board presented to him following the quarterly meeting and briefing:

- Snap Board wants teams involved in all decision making
- Must keep in mind the need to justify all decisions especially budget decisions
- Utilize in house staff when appropriate
- Snap Board is very interested in deliverables and meeting deadlines
- The organizational structure and decision making processes are undergoing changes within the SNPLMA-SNAP chain of command

Conclusions:

The team must be aware of the Snap Board's directives and reflect those directives in all decision making.

Action items	Person responsible	Deadline
✓ None	None	None
✓		
✓		
✓		

Agenda item: Dumping v. littering **Presenter:**

Discussion:

Don advised the team that the SNAP Board wanted us to consider which was the bigger problem, litter or dumping. The team was then asked to move forward with planning based upon the consensus of the group. After discussions the group decided that the team will use a 60/40 (dumping/littering) approach to planning. Dumping was thought to be the larger problem but it was decided not to push litter out of the picture. Aztec will be asked how we divide a messaging campaign.

Reasons the team decided dumping was a larger problem.

- Quantity
- Dumpsites have haz-mat
- Appliances/CFC
- flooding
- vector harborage
- cost to clean-up
- often can not use volunteers because of haz-mat or size

Conclusions: Dumping is a larger issue and will receive a 60% focus over littering.

Action items	Person responsible	Deadline
✓ None	None	None
✓		
✓		
✓		

Agenda item: Strategic Plan **Presenter:** Don Miller
Doug Joslin

Discussion:

The team discussed how to form and best utilize a community steering committee to help with the strategic planning element of the task agreement. A summary of the approach:

- Invite selected groups and representatives to serve on initial goals/outcomes oriented planning sessions (3?)
- Team will take these ideas and focus them into a goals oriented strategic planning document
- Steering Commitee can be contacted for future activities
- Sub-committees can be drawn from original steering committee participants for additional tasks as needed

Doug was assigned to call Allison Brody and Liz Incer-Smith and ask if they could facilitate the meetings. Scheduling is problematic due to holidays and as yet unknown number of participants. Doug was asked to draft a letter soliciting interest and gauging response. Once we have this information a place, time, and agenda can be set.

Conclusions:

Action items	Person responsible	Deadline
✓ Ask Allison Brody and Liz Incer-Smith if they are willing to facilitate	Doug	11-18-05
✓ Prepare draft letter	Doug	11-18-05
✓		
✓		

Agenda item: Possible Clean-Up of USF&W Site **Presenter:** Linda Miller
Steve Berger

Discussion:

Steve Berger was approached by Senator Lee with an offer of help from the Boy Scouts to clean up a site on the Refuge. The team discussed this offer and decided that this would be a good opportunity to "shake out" the team's organization of clean-ups. (To learn more about Senator Lee go to <http://www.leg.state.nv.us/73rd/Legislators/Senators/Lee.cfm>) Steve Berger will continue to negotiate with Senator Lee and designate a date for the clean-up. Once a date is selected the team has stated that the resources needed to conduct a clean-up can be coordinated between the Volunteer Coordinators.

Conclusions:

Action items	Person responsible	Deadline
✓ Set Date for Refuge clean-up	Steve Berger	ASAP
✓		
✓		
✓		

Agenda item: Procedure for clean-ups **Presenter:** Doug Joslin

Discussion:

Organizing clean-ups was discussed. The team stated there were no existing written SOPs for organizing a clean-up on the federal lands. However, if the anti-litter team wants to organize clean-ups the volunteer coordinators can provide logistical support once sites are selected. Nancy Bernard suggested that once a site is selected the Volunteer Coordinator from the agency where the site is located work with the other Volunteer Coordinators to bring the supplies and equipment needed for the clean-up. The Get Outdoors Nevada website could be used to promote the event and registrants could be directed to the appropriate Volunteer Coordinator. The need to develop a simple step by step plan for the events was discussed. The team was also asked to bring three sites for consideration to the next meeting.

Conclusions:

The process for organizing these events will emerge during our initial efforts.

Action items	Person responsible	Deadline
✓ Bring three clean-up sites for the next meeting	All	12-14-05
✓ Be prepared to sketch out the process for organizing a clean-up event	All	12-14-05
✓		
✓		

Agenda item: Dumpsters and waste receptacles **Presenter:** Doug Joslin

Discussion:

The task agreement has a small sum of money set aside for additional dumpsters and receptacles. The team discussed the budget and what it will buy. Between now and the December meeting the team will research what and where additional dumpsters and/or receptacles are needed on the lands. Once this is determined Doug can begin making arrangements for their purchase and servicing from the TPIA budget.

Conclusions:

None

Action items	Person responsible	Deadline
✓ What are your agency needs for extra dumpsters and/or receptacles	All	12-14-05
✓		
✓		
✓		

AGENDA

Anti-Litter Team Meeting

“THE A-TEAM”

Date: December 15, 2005 (NOTE DATE CHANGE)
Time: 9:00am – 12:00pm
Location: Interagency Office-USDA Forest Service Conference Room

Meeting called by: Douglas Joslin and Don Miller
Attendees: Talmadge Magno Nancy Bernard
Linda Miller Steve Berger
Robbie McAboy Stephanie Phillips
Jennifer Haley

Note: Due to the date and time change there may be some additional modifications to the agenda. Please be prepared for the meeting to extend beyond three hours. If you have any additions to the agenda please let Doug know ASAP. Jorge Gonzalez had still not confirmed for new day as of the preparation of the agenda.

Please bring:

:05	Good Morning All
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:45	NDF Conservation Crews Jorge Gonzales The contract to utilize NDF conservation crews has been sent to NDF for final authorization. Once completed the anti-litter team can begin using funds to have these crews conduct clean-ups on the public lands. There are some policies and procedures that are we need to be aware of. Jorge will give a brief explanation of the crews and NDF and be available to answer questions about the crews and their capabilities. This is important as we select sites for clean-up by these crews. (an excerpt from the NDF annual report is attached below for your review)
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:30	SNAP strategic planning effort, roles and responsibilities Jennifer Haley and Stephanie Phillips
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:20	Messaging Campaign Don Miller The task agreement calls for a messaging campaign strategic plan. Aztec communications will help with this process and is willing to come to the team meetings to get feedback and direction. Are there any issues that need to be discussed prior to bringing them into the next meeting?
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:30	Clean up site selection and prioritization discussion Don Miller At the last meeting it was agreed that everyone would bring 3 sites requiring clean-up. These sites will be discussed and a prioritization and methodology for completing the clean-ups established. We will have two avenues available to us for accomplishing clean-ups, volunteers (Nancy outlined a process at the last meeting) and the NDF crews. Steve Berger has an update on the Senator Lee?BSA clean-up project.
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:20	<p>Dumpsters Don Miller and Doug Joslin</p> <p>It was agreed at the last meeting that the team would seek out information regarding the need for additional dumpsters and locations. The TPIA budget has money available for increased dumpsters and at the request of the team Doug can make arrangements for the delivery and service of additional dumpsters. Don has also suggested a method that could be very beneficial to all the agencies. He has said that it is common for staff to recognize the need for additional dumpsters at specific locations for special needs (busy weekend, special events, etc.) Perhaps this budget could be used for short term utilization at these times. Doug is willing to coordinate if we decide to go this way.</p>
:10	<p>Community Based Steering Committee Doug Joslin</p> <p>Final draft of letter and form will be reviewed and approved or approved with changes.</p>
:10	<p>Alternate Work Forces Doug Joslin</p> <p>At the last meeting we agreed to bring forward suggestions about other possible alternative work forces we may want to utilize. We will discuss the suggestions and decide if we want to move forward soliciting their involvement.</p>
:10	<p>Schedule next 4 meetings Doug Joslin</p> <p>We need locations for the next four meetings. Please bring your calendars or send Doug an e-mail if you can host the following dates in your conference room. January 11th, February 8th, March 8th, April 12th</p>
:15	<p>Round Table and adjourn</p>

Additional Instructions:
Bring you calendars for the scheduling phase of our agenda

NOTE: December minutes had not been finalized by report due date

**Letter of Invitation for Community
Based Steering Committee**

I have the pleasure of being the Project Manager for the Take Pride in America in Southern Nevada conservation initiative. Working with dedicated professionals from the four federal land management agencies, we are facing the challenge of eliminating illegal dumping and littering on our public lands. Currently, we are working to create a messaging campaign to combat illegal dumping and littering, organizing clean-ups of litter and dump sites, and developing ways to increase enforcement. Another project the Take Pride in America in Southern Nevada team is working toward is a strategic plan for litter and dumping prevention. As with any organization, public or private, our success is directly correlated to the commitment of the public it serves.

To this end, we are creating a community-based steering committee to encourage the exchange of ideas on litter and desert dumping on Southern Nevada's public lands. This committee will help the Federal agencies identify anti-litter and anti-dumping goals, provide suggestions on how to achieve those goals, and recommend ways to measure success. As an organization with a commitment to our public lands, we invite you to participate in the Take Pride in America in Southern Nevada strategic planning process.

Strategic planning is a method that helps an organization set goals and ensure that all members of the organization are focused on those goals. Your participation is greatly valued because it will provide us with a unique and valued perspective upon which we can create an effective strategic plan for Southern Nevada. We plan to schedule three meetings in the months ahead.

If you are interested in serving as a member of the community-based steering committee, please complete the enclosed interest form and return it to the address indicated. Take Pride in America in Southern Nevada will contact you in the near future with additional information. To help facilitate the process and encourage the exchange of diverse opinions and ideas, we ask that no more than two representatives from any one organization serve on the steering committee.

We appreciate your help as Take Pride in America in Southern Nevada works to reduce litter and illegal dumping on the public lands. If you have any questions, please feel free to contact me at 702-895-5149.

Sincerely,

Douglas S. Joslin, Jr.
Project Manager, Take Pride in America in Southern Nevada



ANTI-LITTER AND DUMPING STRATEGIC PLANNING STEERING COMMITTEE INTEREST FORM

Please fill out all applicable information and return to:
 Douglas Joslin
 Public Lands Institute
 4505 Maryland Parkway Box 452040
 Las Vegas, NV 89154-2040
 or Fax to: 702-895-5166

Name

Address

Address 2

City State Zip

E-mail

Organization

Day Time Phone Number Evening Phone Number

What would be the best time for you to attend Steering Committee meetings?

Weekday AM Weekday PM Any time
 Weekend AM Weekend PM

Do you know of any organization or individual who would be interested in the anti-litter and dumping strategic planning steering committee? If so, please provide their contact information below.

Name

Address

Address 2

City State Zip

E-mail

Organization

Day Time Phone Number Evening Phone Number

We are asking for your response to gather contact information and make appropriate planning decisions based on the number of respondents. In the near future, we will contact you regarding the date, time, and location of the first meeting. Thank you for your interest in the Take Pride in Southern Nevada program.

The UNLV Public Lands Institute respects your privacy. We solely use the contact information you voluntarily provide to respond to your questions and requests. We will not give, sell, rent, or loan such information to any third party.

Take Pride in Southern Nevada is funded by the Southern Nevada Public Land Management Act administered by UNLV's Public Lands Institute on behalf of the Bureau of Land Management, National Park Service, U.S. Fish and Wildlife Service, and USDA Forest Service.

Summary of Program Research

Washington State Department of Ecology
<http://www.ecy.wa.gov/biblio/swfa2000.html>

Washington State Department of Ecology commissioned several litter studies to evaluate littering attitudes and behaviors and other facts related to littering. The study included focus groups and a state wide telephone survey, summarized below.

The focus groups key findings:

- The term “litter” carries with it many negative connotations. Litter is considered something that is dirty, ugly, disgusting, gross and potentially dangerous. Litter typically is thought of as including beverage containers, fast food wrappers, candy wrappers and cigarette butts. Some of these participants mentioned that other items like tires, plastics, grass clippings and appliances also constitute litter. People who litter are thought to be lazy, careless, inconsiderate, disrespectful, and to lack social values and morals.
- People have a difficult time admitting that they have recently littered. They do not wish to view themselves as a part of the group that would engage in such a socially inappropriate behavior. “Accidental” littering is considered far more acceptable than is deliberate littering.
- There is confusion about what constitutes litter and littering. Some people believe that biodegradable products constitute litter and others do not. Some people do not think about cigarette butts as litter while others claim that it is a major source of litter. Some people think that appliances in a vacant lot constitute litter, while others seem more likely to refer to this as “dumping.”
- Public awareness is important, and enforcement of fines would be a good idea to curb littering behavior. The respondents in this research pointed to two approaches that might be effective in reducing littering behavior. Many seemed to believe that public awareness campaigns would be important in reminding the public that littering is not acceptable. A few believed that the enforcement of fines for littering would be most effective in reducing littering behavior.
- Powerful, graphic anti-littering messages are needed. With regard to a public awareness campaign and the messages that might be sent, respondents reported that it was imperative that the messages be very powerful. Most people agreed that the messages should be strong, they should clearly communicate that littering is not acceptable, they should graphically show what might happen if citizens did not take personal responsibility for proper trash disposal, and they should provide detailed information about the magnitude of the potential litter problem.

The telephone survey key findings:

- Residents see litter as a problem facing the state of Washington, but it may not be on the top of the list of their concerns. While 79% indicated it was important, only 38% of the respondents were willing to say that litter was a “very important” issue facing the state. When asked if there was more, less, or the same amount of litter in the state as compared to three years ago, only about one-third of the respondents said “more.”
- The act of littering was deliberate as opposed to accidental. Three-fourths of the respondents (74%) said that most of the state’s litter was deliberate, 15% thought it was accidental and 11% thought it was both deliberate and accidental. Respondents tended to agree with the statements that portray littering as lazy or ignorant behaviors, such as people litter because “they don’t care,” “they think someone else will pick it up,” or “they don’t think their one piece of litter matters.” Respondents were less inclined to agree with the statements that portrayed littering as accidental or unknowing behaviors such as “they don’t realize it.”
- Residents typically thought driving was the primary activity responsible for litter, and they saw the most litter on roads, highways, and streets. However, items that are vehicle-related, such as vehicle parts, tires, motor oil containers, or lawn debris (often associated with uncovered loads), were mentioned by no more than eight percent of the respondents. Respondents typically saw litter associated with eating, drinking, and smoking. Paper, aluminum cans, fast-food waste, and cigarettes were items frequently mentioned. This suggests that respondents either associate litter with people deliberately throwing items out of their vehicles, or they do not consider vehicle-related litter to be “litter.”
- Males and young adults appeared more likely to litter than females and middle-aged to older individuals. Respondents who attributed littering to a specific age group cited teens and young people (ages 13-24) as those responsible for littering. Teens and young adults were more likely to personally engage in littering, at least on a rare occasion, than older respondents did. Young people were also less likely to pick up litter that either they or someone else dropped. Males were more likely to litter than females under all the circumstances asked in this survey, but they did not differ in their willingness to pick litter up.
- Placing more trashcans in public places would be an effective strategy for curbing littering behaviors. Despite the fact that respondents thought driving was the primary source of litter and most litter was found on roadsides, they thought that having more trashcans available would help curb littering.

- Offering educational programs in schools and enforcing fines for littering would be effective strategies for curbing littering behaviors. Survey respondents indicated it would be effective to communicate that litter is a critical issue by showing a graphic picture of what accumulation of litter over time would look like, or publicizing the environmental harm that litter can cause. Respondents considered these messages as effective because they are a dramatic visualization of the litter problem. Preventing people from littering would involve changing their behaviors, which is easier to do when people recognize the problem and understand the need for change. Respondents supported both fines and community service for litterers.
- Phone survey results were very similar to those obtained from the focus groups. Focus group and phone survey participants tended to agree that they generally see litter associated with eating, drinking, and smoking and that litterers are lazy and careless individuals. Young adults in both these studies showed some tendencies to litter, at least on a rare occasion. Both groups also thought that educational programs and enforcement of fines would be effective in reducing littering behaviors.

Keep America Beautiful

<http://www.kab.org>

Keep America Beautiful is the nation's largest nonprofit community improvement and educational organization, founded in 1953. KAB has three areas of focus: litter prevention, beautification and community improvement, and waste reduction. KAB has made several key observations about littering.

Who Litters

- There is no such thing as a single "littering type." People of all ages and social backgrounds have been observed littering. Men and women, children, mature adults and all ages in between are equally likely to litter.

Where does litter occur

- Keep America Beautiful research and other sources identify locations that may become littered. The locations fall into these categories: special event venues, roadways and highways, high traffic and everyday locations and transition points.

Primary sources of litter

- Pedestrians or cyclists who do not use receptacles.
- Motorists who do not use car ashtrays or litterbags.

- Business dumpsters that are improperly covered.
- Loading docks and commercial or recreational marinas with inadequate waste receptacles.
- Construction and demolition sites without tarps and receptacles to contain debris and waste.
- Trucks with uncovered loads on local roads and highways.
- Household trash scattered before or during collection.

Caring enough to not litter seems to be driven by

- Knowledge and awareness
- How much they care about the environment
- Positive self-image
- Attitudes to life (i.e., happy and content)
- Sense of community and an empathy with the needs of others
- Ease of disposal
- Context they are in (16-24 year olds tend to litter more while in groups, but those older litter less in groups and more when alone)
- Type of litter
- If they can get away with it (either in terms of being observed or fined)

Texas Litter Studies – Don’t Mess With Texas

<http://www.dontmesswithtexas.org>

The State of Texas has conducted several studies of littering and littering behavior. Some of the results from these studies are summarized below.

- 52% of Texans either participated in, or condoned, littering behavior in the past three years. That means that more than one half of all Texas residents reported involvement in littering behavior, or being tolerant of the littering behavior of their peers.
- Using statistical models, factors were found that predict littering behavior, including (in order):
 - Age (24 and under)
 - Smoking cigarettes
 - Eating fast food at least two nights a week
 - Driving more than 50 miles a day
 - Going out to bars or other nighttime entertainment at least once a week
 - Being single (never married)

Overall, young people 24 and under are more likely to be litterers than are adults over 24. In this age group, there is no significant difference between males and females or with ethnicity when it comes to littering small items.

- To help reduce litter, Texans gave their opinions on the most effective messages they endorse for a public education campaign (1998):
 - Remind people littering is illegal and the fine is up to \$500 for trashing Texas. The fine for dumping items over 15 pounds is up to \$2,000.
 - Letting fast food and convenience stores and beer and cigarette companies use the "Don't Mess with Texas" slogan in their advertising.
 - Include litter prevention material in driver's education and license information.
 - Produce more ads with new people in them. Texans believe using an altruistic approach, or a sense of social responsibility -- telling people "it's the right thing to do" -- would be the least effective message.
- In 2001, 52 percent of Texans believed the Don't Mess with Texas campaign stops people from littering, compared to 36 percent in 1998, an indication that a branded campaign has power to persuade.
- The profile of a Hispanic litterer in Texas is similar, but not identical, to the profile of a litterer in general. In both cases, age is the single most significant predictor of littering behavior. The typical Hispanic litterer in Texas is:
 - 16-29 years old
 - a partier (goes to parties/bars more than twice a week)
 - male

North Central Texas Council of Governments Targeted Illegal Dumper Study
http://www.nctcog.org/envir/SEELT/SID/2001targeted_dumper_study_report.asp

This study was specifically targeted toward illegal dumping and creating profiles for those dumpers. The profiles led to enforcement aids for law enforcement. Some of the interesting conclusions of the study are summarized below.

- The study in Northern Texas developed the following data through the use of surveys and direct observations.

Percentage of Reported Cases	Location/Method
74%	Land
10%	Creek/river/lake/storm drain
7%	Bury
5%	Roadside littering from unsecured loads
2%	Burn
2%	Dumpster that is owned by someone else
1%	Sewer

Percentage of Reported Cases	Violator Description
48%	Resident
20%	Private business
15%	Property owner
13%	Construction/contractor
4%	Private hauler

Type of Material	Violator Category				
	Residents	Contractors	Private Haulers	Private Business	Property Owner
Common household or residential garbage	63%	0%	60%	11%	42%
Brush, tree trimmings, lawn clippings and leaves	12%	14%	0%	2%	9%
Construction and demolition wastes	3%	76%	30%	22%	12%
Appliances and other large white goods	15%	0%	0%	4%	6%
Automotive wastes (used oil, tires, batteries)	4%	3%	0%	37%	12%
55-gallon drums (solvents, chemicals, other possible hazardous wastes)	0%	3%	0%	13%	6%
Ashes (dumped from burning garbage)	0%	0%	0%	0%	0%
Dead animals	2%	0%	0%	0%	3%
Bio-medical waste	0%	0%	0%	0%	0%
Sludge (from water or wastewater treatment systems, septic pumpage)	0%	0%	0%	7%	6%
Grease and grit trap wastes	0%	0%	0%	0%	0%
Commercial wastes (small businesses, light manufacturing, product packaging)	0%	0%	10%	2%	0%
Agricultural wastes	0%	0%	0%	0%	0%
Soil contaminated with petroleum products or industrial by-products	0%	0%	0%	0%	0%
Textiles/used clothing	0%	0%	0%	0%	0%
Cars	2%	3%	0%	2%	3%

Percentage	Reason
81 %	Dumpers are willing to risk illegal dumping because fines and the risk of being caught are typically low
81 %	Construction contractors are not willing to spend the time to drive to permitted landfills and/or money to legally dispose of materials
52 %	Lack of public awareness about the health and environmental risks of illegal dumping
48 %	Driving distance for self-haulers to the nearest permitted landfill or transfer station is too far
48 %	Private haulers are not disposing of waste in permitted landfills
42 %	Lack of convenient or affordable collection services in unincorporated areas
42 %	Lack of convenient collection alternatives (citizens' collection stations, recycling centers, etc.)
26 %	Lack of public awareness about nearby permitted landfills or citizens' collection stations
23 %	Nearest permitted landfill only allows access to residents of that particular jurisdiction

Florida State Litter and Dumping Studies

<http://www.litterinfo.org/>

Florida has commissioned several studies. Some of the conclusions found in these studies are summarized below.

- The field surveys indicated that forested areas and public lands had the highest level of illegal dumping.
- Jacksonville reported spending \$3,324,600 annually on illegal dumping clean-up costs.
- Illegal dumping can result when legal solid waste management services and disposal facilities are inconvenient and costly and when local government has limited authority to make those services mandatory.
- The federal laws under which illegal dumping may be prosecuted include, but are not limited to the:
 - Refuge Administration Act
 - Clean Water Act
 - Endangered Species Act
 - Federal Insecticide, Fungicide and Rodenticide Act
 - Occupational Safety and Health Act
 - Pollution Prevention Act
 - Resource Conservation and Recovery Act
 - Safe Drinking Water Act
 - Toxic Substance Control Act
- Under Florida's Litter Law (FS 403.413, Appendix A), it is illegal to dump litter, regardless of amount and method, unless authorized by law or permit. The law designates the following three levels of violation.
 - Non-commercial dumping of less than 15 pounds or 27 cubic feet (one cubic yard): The violator pays a civil fine of \$50, and the court decides if the violator will pick up litter or perform another task based on the severity of the offense.
 - Non-commercial dumping between 15 pounds or 27 cubic feet and 500 pounds or 100 cubic feet: The violator is guilty of a first-degree misdemeanor and must pick up litter or perform another community-service task. If a motor vehicle is involved in the offense, 3 points will be assessed on the violator's license.

- Visitors that reported sightseeing while in Las Vegas spent \$96.10 on sightseeing activities.
- Among the top three reasons for those visitors who were not satisfied with their visit to Las Vegas was “not enough to do.”
- 20,799,379 visitors (56%) reported gambling less than 2 hours per day while in Las Vegas. This represents an incredible marketing opportunity for the public lands. Revenue and visitorship could be increased by targeting these visitors with tours, archeological trips, organized activities (water skiing, snorkeling, day hikes, wildlife tours, mountaineering, rock climbing, etc.)

Missouri No More Trash

www.mdc.mo.gov/nomoretrash

No More Trash is a statewide anti-litter program in Missouri. Some of their findings are summarized below.

Type of Litter	Percentage
Fast Food Waste	(33%)
Paper	(29%)
Aluminum	(28%)
Glass	(6%)
Plastic	(2%)
Other	(2%)

New South Wales Australia EPA

<http://www.environment.nsw.gov.au/home.htm>

New South Wales EPA has conducted many studies and literature reviews on littering and littering behavior. Some of their findings are summarized below.

- Men and women are equally likely to litter
- People under age 15 are least likely to litter
- People under the age of 25 are most likely to litter when in a group, people over the age of 25 are most likely to litter when alone
- People aged 15–24 have a slightly higher than average rate of littering than other adults Littering is influenced by social contexts, so for example, people may litter in some circumstances e.g. when unobserved, but not in public.
- Research and literature reviews by NSW EPA show the following approaches produce a decrease in littering:
 - Legislation — broadening the options for litter fines combined with more effective enforcement

- Anti-littering signs and providing littering and recycling facilities
 - Community education encouraging people to take responsibility for preventing littering
 - Social marketing through mass media advertising
 - Funding community-based litter prevention programs
 - School education and parenting skills
- The research on litter reduction points to the need to integrate a number of approaches to reduce litter:
 - Community involvement
 - Education
 - Fines
 - Infrastructure, such as signs, bins and recycling facilities

**Agency Website for
Trash Receptacle Requests**



Interagency Anti-Litter Team Drop Box Request Form



The Anti-Litter Team is pleased to offer employees access to Drop Box service. We believe that increased availability of as needed drop boxes for special events, busy weekends, etc. will greatly reduce the amount of litter on the public lands. Please fill in all of the information on the form and click submit at the bottom. Someone will contact you for additional details.

Ensuring drop box placement is appropriate is the responsibility of the requestor. If you need permission please seek it from the appropriate source prior to submitting the form. All drop box requests submitted will be assumed to have all necessary approvals for its delivery and placement. Please get approvals **BEFORE** submitting this form.

Requests must be made 30 days in advance. This program will remain available until funds have been exhausted. This service is for drop boxes and not commercial dumpsters. Prices range from \$160.60 to over \$1,000 dollars per drop + per day charges so be judicious.

Date and time you would like box **delivered** to your site.

Month Day Year Time

Date and time you would like box **removed** from your site.

Month Day Year Time

Roll off size requested Drop box will be located on which agencies' property

Describe the delivery location. Be as complete as possible including cross streets, mile markers, etc.

Requestors contact information.

Last Name Phone Number

First Name Cell Number

Agency e-mail

Address

City State Zip Code

Submit by Email	Reset Form	Print Form
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