

3-31-2006

Take Pride in America in Southern Nevada: Quarterly Progress Report, Period Ending March 31, 2006

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Repository Citation

Rees, M. N. (2006). Take Pride in America in Southern Nevada: Quarterly Progress Report, Period Ending March 31, 2006. 1-32.

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QUARTERLY PROGRESS REPORT

University of Nevada, Las Vegas
Period Ending March 31, 2006

Cooperative Agreement Number FAA010017
Take Pride in America in Southern Nevada

Executive Summary

- A community-based roundtable met three times this quarter to suggest goals and objectives for the anti-litter strategic plan.
- Project Manager Doug Joslin is representing the public lands on a Clark County Recycling Advisory Committee, which met twice this quarter.
- Four public service announcements were produced by UNLV students, with one selected by the team for use in the Southern Nevada messaging campaign.
- The Clint Eastwood Take Pride in America PSA aired 74 times in January 2006 and was viewed by 116,802 people.
- The interagency team has begun arrangements for paper recycling in partnership with the Abitibi-Consolidated Paper Retriever program.
- A draft of the anti-litter and dumping messaging campaign will be presented to the team on April 12.
- Two clean-ups were completed this quarter at Lake Mead National Recreation Area.
- A website for dumpster and roll-off requests was completed in March 2006.

Collaboration with Interagency Team

The Interagency Anti-litter Team met three times during the past quarter on January 11, February 8, and March 8, 2006 (*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.

Sub-task 1: Strategic Planning and Project Management

The task agreement called for the establishment of a community-based committee to provide the interagency team with input into a comprehensive anti-litter/dumping strategic plan. The group was formed and has met three times on March 14, March 21, and March 28, 2006. A fourth meeting will be held on April 5. The participants are brainstorming ideas that could be used to eliminate litter and desert dumping. Copies of

the agendas as well as summaries of their ideas are attached. The roundtable group has expressed willingness to serve with the team on other projects.

The team has completed and previously submitted to the Southern Nevada Agency Partnership (SNAP) Board the anti-litter research conducted in compliance with this subtask. The team is now working with the community-based roundtable to produce ideas and suggestions that may be included in the strategic plan. We currently anticipate that a draft strategic plan will be completed by May 2006.

Recycling Research

As noted in our last quarterly report, Project Manager Doug Joslin was selected to represent the interagency team on the Southern Nevada Recycling Advisory Committee (RAC). 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 RAC met twice this quarter and is providing valuable insights regarding the state of recycling in southern Nevada, which continues to be a challenge in Clark County, with recycling rates below 20% for the past 10 years. Service providers are few, and the distance traveling to many of the public lands locations makes servicing difficult. While it is fairly simple to create a source-separated recycling program for in-house staff, identifying effective means to get those recyclables from the point of generation to a recycler is problematical in southern Nevada.

The interagency team will continue to explore opportunities for recycling that are convenient and effective. For example, the team has recently engaged in discussions with the Abitibi-Consolidated Paper Retriever Program, www.paperretriever.com, which promotes recycling by placing no-cost paper retriever bins in highly visible areas at schools, churches, and other non-profit organizations. The National Park Service will be working with the Anti-litter Team to place a bin on NPS lands, and the team lead is looking into placing one at the interagency headquarters building. Abitibi-Consolidated has agreed to partner with the team and place ads as part of the Southern Nevada messaging campaign. The ads will encourage recycling as a means to eliminate litter.

Sub-task 2: Messaging Campaign

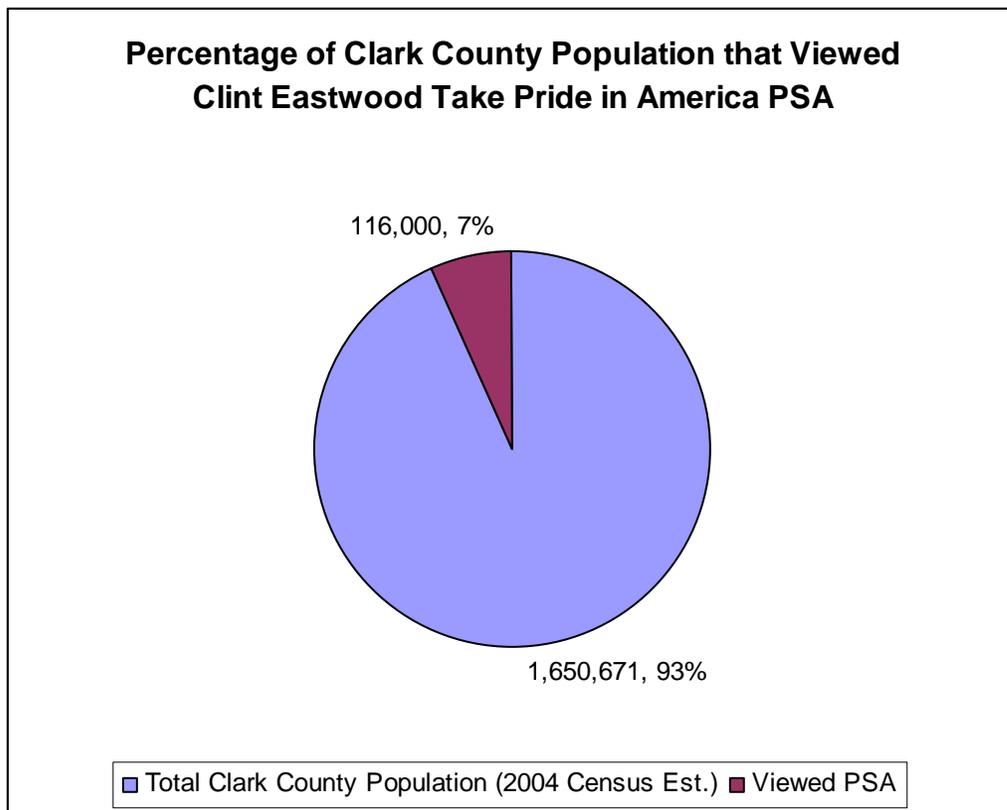
As noted in our previous report, Doug Joslin completed an extensive review of messaging campaigns from around the country and world-wide, and the findings were previously shared with the team as well as the SNAP Board. During its January 2006 team meeting, the Interagency Anti-litter Team met with the Public Lands Institute and its marketing firm, Aztec Communications, to provide input and advice regarding their perspectives for an effective messaging campaign. During February and March 2006, Aztec Communications began researching and developing a campaign plan and creative materials, which will be presented to the team on April 12, 2006. At this meeting, the

team will make a recommendation on a preferred campaign to the SNAP Board. Once all necessary approvals have been obtained, the team will begin implementing the messaging campaign.

Public Service Announcements

The Anti-litter Team and UNLV-TV worked together to create four new public service announcements (PSA) through an undergraduate editing class. The team reviewed the four spots and selected one to edit and prepare for airing. A final version was approved by the team in March 2006 and will be used during the messaging campaign.

The team also worked this quarter to increase airings of the national Clint Eastwood PSA. The PSAs were aired the week of January 9-15, 2006. The Public Lands Institute leveraged its university relationships, working with Brown and Partners, to obtain preferential pricing for the media buy. The ads aired on AMC, Bravo, Fox News Channel, History International, History Channel, Hallmark, National Geographic Channel, Sci-Fi Channel, Spike, and USA. A report by Cox Cable indicates that the 15-second PSAs were aired 74 times and that 116,802 people were tuned in during those airings. The University was able to purchase the air time for \$3,500, or \$0.03 per viewer.



Sub-task 3: Litter and Desert Dumping Clean-ups

Clean-Up Events

The Anti-litter Team completed two clean-up events this quarter, both at Lake Mead National Recreation Area. The first event was held February 1, 2006, at Saddle Cove just north of Boulder Harbor, with 157 volunteers collecting more than 25 cubic yards of trash and debris. Volunteers also assembled 5 picnic tables and 5 park benches. The second event, the 1st Annual Save the Desert Environmental Walk, was held in partnership with NPS concessionaire Forever Resorts on March 18, 2006, at Cottonwood Cove. A total of 125 volunteers collected more than 5,000 pounds of trash from along the roadway leading to the cove. A third event planned for this quarter with the Boy Scouts of America has been pushed back several times due to scheduling conflicts but is now scheduled for April 2006 on Bureau of Land Management and U.S. Fish and Wildlife property within the city.

Team member Nancy Bernard has suggested a new strategy to help the interagency team more effectively plan and conduct clean-ups by creating regularly scheduled “drop in days” for events organized by the Anti-litter Team. These regular dates will reduce duplication with periodic clean-ups sponsored by the Interagency Volunteer Program and eliminate many of the logistical difficulties associated with planning events. The team will be developing the new program and implementing it over the next quarter.

Prison Work Crews

A contract between the university and the Nevada Division of Forestry (NDF) conservation crews has been delayed due to disagreements between the two agencies about contractual language. Efforts to resolve the issues have been slow, but the university received word on March 23, 2006, that progress may be imminent. Once the contract is formally executed, the team can work with the NDF supervisors to plan clean-up events at locations chosen by the team.

The team is also working to identify other alternative workforces to assist with clean-up events. HELP of Southern Nevada is being explored as a possible partner. This organization works with non-violent individuals ordered to perform community service and matches them with projects.

Additional Dumpsters, Trash Receptacles and Collection

The interagency 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 program will be carefully monitored in the early stages and adjustments will be made as needed. However, the team considers this program a

major step toward controlling litter on the public lands, as it empowers land management staff to directly communicate dumpster and roll-off needs to the team.

The university completed work on a website in March 2006 that allows agency staff to log on to the site and submit a request form for dumpsters and trash receptacles, with requests reviewed by the Anti-litter Team at regular intervals. The website will also serve as a mechanism for researching dumpster needs on a regional and agency basis. Following some additional discussions with the interagency team about how the program will operate, we anticipate it will be operational during the next quarter.

Sub-task 4: Judicial System Analysis

As noted in our last quarterly report, UNLV law student Allison Wirth was hired to conduct the first phase of legal research for this subtask and to draft Part I of what will eventually be a multi-part judicial analysis report. The lack of a unified system to track penalties, court cases, and fines assessed has made the investigative process difficult. The data supplied by law enforcement officers, the courts, and the Central Violations Bureau are all on different systems and do not agree. As a result, Allison and Doug Joslin have been attempting to validate and improve the quality of the data provided by the federal court and the Central Violations Bureau. Many calls and meetings have been conducted with these agencies in an attempt to clarify some of the discrepancies in the data. We have discovered that these agencies do not maintain a comprehensive database of citations and court appearances, and there is no mechanism to search by violation. These observations will be included in the draft of Part I of the report, which we anticipate sharing with the Anti-litter Team in the next quarter.

In addition to their efforts at confirming statistics within the court system, Allison and Doug have also sought clarification on the data from appropriate agency staff. Glenn Anderson and John Tesar have reported and reviewed data pertaining to the National Park Service. Robbie McAboy has worked with Forest Service law enforcement representatives Ragan Hall and Lucas Woolf to obtain information concerning the USDA Forest Service citations and codes. Steve Berger and Linda Miller have provided assistance regarding the U.S. Fish and Wildlife Service enforcement activities, and Don Miller, Erika Schumaker, and Chris Allen from the Bureau of Land Management have provided information concerning BLM enforcement activities.

Submitted by:

Margaret N. Rees, Principal Investigator

March 31, 2006
Date

Meeting Agendas and Minutes

AGENDA

Anti Litter Team Meeting “THE A-TEAM”

Date: January 11, 2006
Time: 9:00am – 12:00pm
Location: Interagency Office, USFWS Conference Room

Meeting called by: Douglas Joslin and Don Miller
Attendees: Talmadge Magno Linda Miller
 Nancy Bernard LaNelda Rolley
 Steve Berger Keith Sheldon, Aztec Communications
 Robbie MacAboy Sharon Rorman, Aztec Communications

Please bring: a copy of the completed survey for your reference

:10 **Introductions**
 All

2:50 Messaging campaign session with Aztec Communications

Additional Instructions:

Anti Litter and Desert Dumping Team Meeting Minutes

January 11, 2006
9am – 12pm
Interagency Office
USF&W conference room

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

Attendees: Stephanie Phillips, Talmadge Magno, Nancy Bernard, Linda Miller, Robbie MacAboy, Doug Joslin, Don Miller, Steve Berger, Nancy Flagg, Lanelda Rolley, Keith Sheldon, Sharon Roman,

Please read:

Please bring:

Minutes

Agenda item: Aztec Communications Brainstorming Session for Media Campaign Presenter: Keith Sheldon and Sharon Roman

Discussion:

Aztec Communications led a three hour discussion and brainstorming session to help them prepare a professional media campaign strategic plan. The team gave ideas, comments, and suggestions to Aztec regarding the dumping and littering problem. Aztec will use this information to prepare a draft of the plan.

Conclusions:

Action items	Person responsible	Deadline
✓ Be prepared to answer additional questions as they arise	ALL	NA
✓		
✓		
✓		

Other Information

Observers:

Resources:

Special notes:

AGENDA

Anti Litter Team Meeting

Date: February 8, 2006
Time: 9:00am – 12:00pm
Location: NPS Headquarters Conference Room

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

Please bring: Calendars to set locations for upcoming team meetings

	Introductions All
5 Minutes	Update by Team Lead Don Miller
5 Minutes	Set meeting locations for upcoming team meetings We have used a NPS, USDAFS, USF&W rotation. I don't recall a meeting in the BLM offices. Is this working for everyone or should we change things up? All
5 Minutes	Update of progress on Messaging Campaign Doug Joslin
5 Minutes	Update on Judicial Analysis and Review Doug Joslin
15 Minutes	Update on Dumpster Request Pages for web based dumpster and roll-off requests Doug Joslin
5 minutes	Recycling opportunity update Abitibi Paper Retriever program Doug Joslin
5 Minutes	Update on Prison work Crews contract Doug Joslin
30 minutes	Community based steering committee update and planning The team decided in November to send invitations to possible participants with an interest form asking for their contact information and availability. These were mailed to almost 20 different individuals and organizations in December. There has been 3 responses to those letters. All

60 minutes	Team strategic Planning for clean-ups There are only 5 sites provided thus far. The task order calls for 12 clean-ups to be done in year 1. Year 1 ends on 4/5/06. All
30 minutes	Team planning for written interagency anti-litter and dumping strategic plan All
15 Minutes	Roundtable All

Additional Instructions:

Discussion:

The Judicial Analysis and review is progressing but has been more challenging than expected. However, a first draft of the initial report is being planned for a may completion.

Conclusions: None

Action items	Person responsible	Deadline
✓ NA		
✓		
✓		
✓		

Agenda item: Dumpster Request Page update **Presenter:** Doug Joslin

Discussion:

The web page for the dumpster/roll-off request page was reviewed and approved by the team members present. All that remains is some project photography and fine tuning of the site copy. The remaining hurdle will be how to announce the availability of the site to all staff. A preliminary flyer to be distributed by the team members to their staff will be discussed.

Conclusions: Site to roll out in March

Action items	Person responsible	Deadline
✓ NA		
✓		
✓		
✓		

Agenda item: Recycling Opportunity Update **Presenter:** Doug Joslin

Discussion:

Doug discussed the recycling opportunities presented by Abitibi's paper retriever program. The team decided to pursue bins at NPS HQ and the interagency office. Abitibi's program was reviewed and can be researched at <http://www.paperretriever.com/>

Conclusions:

Action items	Person responsible	Deadline
✓ Nancy to check with NPS personnel on bin placement	Nancy Bernard	2-28-08
✓ Linda to check into bin placement at interagency office	Linda Miller	2-28-08
✓		
✓		

Agenda item: Prison Work Crews Update **Presenter:** Doug Joslin

Discussion:

The contract has been in limbo over some procedural matters. Doug has reentered the fray and will attempt to resolve the matters delaying the contract.

Conclusions:

Action items	Person responsible	Deadline
✓ Work with NDF and UNLV purchasing to get contract done	Doug	2-28-06
✓		
✓		
✓		

Agenda item: Team Planning for clean-ups **Presenter:** Doug Joslin

Discussion:

We still need sites and a procedure for conducting clean-ups. The sites that have been identified will be tabulated and discussed at the next meeting for '06 planning.

Conclusions:

Action items	Person responsible	Deadline
✓ Create list of sites already provided	Doug	2-28-06
✓ recommend sites for "A" Team clean-ups	ALL	ongoing
✓		
✓		

Agenda item: Steering Committee **Presenter:** Doug Joslin

Discussion:

The plan to invite participants from the public to serve on a steering committee has not been successful. Of the 19 letters of invitation sent, there have been only three responses. The team decided that it is important to make this project happen and agreed to move forward. The team agreed that specific dates and times will be selected and that each member of the team will personally invite selected members of the public to participate on the committee. UNLV was selected as the location and Doug will secure dates and times in accordance with team direction.

Conclusions:

Action items	Person responsible	Deadline
✓ Secure UNLV location, dates, times for steering committee meetings	Doug	2-28-06
✓ Invite participants for steering committee	ALL	Prior to first meeting
✓		
✓		

2006 Team Meeting Information.
Please notify Doug with any corrections to this meeting schedule.

Meeting Date	Time	Meeting Location	Contact
Wednesday, March 08, 2006	9am-12pm	Fish and Wildlife conference room - interagency office	Linda Miller
Wednesday, April 12, 2006	9am-12pm	Forest Service conference room - interagency office	Robbie McAboy
Wednesday, May 10, 2006	9am-12pm	National Park Service conference room - HQ	Nancy Bernard
Wednesday, June 14, 2006	9am-12pm	Fish and Wildlife conference room - interagency office	Linda Miller
Wednesday, July 12, 2006	9am-12pm	Forest Service conference room - interagency office	Robbie McAboy
Wednesday, August 09, 2006	9am-12pm	National Park Service conference room - HQ	Nancy Bernard
Wednesday, September 13, 2006	9am-12pm	Fish and Wildlife conference room - interagency office	Linda Miller
Wednesday, October 11, 2006	9am-12pm	Forest Service conference room - interagency office	Robbie McAboy
Wednesday, November 08, 2006	9am-12pm	National Park Service conference room - HQ	Nancy Bernard
Wednesday, December 13, 2006	9am-12pm	Fish and Wildlife conference room - interagency office	Linda Miller

AGENDA

Anti Litter Team Meeting “THE A-TEAM”

Date: March 8, 2006
Time: 9:00am – 12:00pm
Location: US F&W Conference Room, Interagency Office

Meeting called by: Lisa Christianson and Douglas Joslin
Attendees: Nancy Bernard
Linda Miller
Absent: Robbie McAboy

Please bring:

10 minutes	Introductions All
10 Minutes	New Team Lead Lisa Christianson Lisa Christianson has been selected by the BLM to be our new Team Lead. She is an Air Quality Specialist for the BLM and will bring creativity and enthusiasm to her new role. Please help welcome Lisa to our team. Desired Outcome: Welcome
40 Minutes	Presentation Nancy Bernard Nancy has prepared a PowerPoint to be used during our upcoming steering committee meeting. Nancy will show the team the presentation and ask for comments and/or approval. Desired outcome: Approval and/or comments/suggestions
30 Minutes	Discuss Steering Committee meeting All The first steering committee meeting is scheduled for next Tuesday. An agenda has been prepared and will be presented to the team for approval and/or comments. We will review the purpose of the meeting, location, who will attend each meeting, roles and responsibilities, etc. It would be ideal if all team members could attend the first meeting and have as many as possible attend the subsequent meetings (see flyer for dates and times). Currently I have confirmation for only 4 attendees. All team members should be inviting 3 participants for this important meeting. Any questions please call Doug. Desired Outcome: Approval of agenda, team consensus on meeting purpose, etc.
15 Minutes	Plan for organizing and conducting Take Pride team clean-up events. Nancy Bernard Nancy Bernard has suggested an excellent way to plan and organize clean-up events for the “A-team”. How to conduct these clean-ups has been difficult as we have not wanted to duplicate efforts. A methodology that does not negatively impact the planning and support of other clean-up events is needed. Nancy has an idea that addresses many of these concerns and will result in much value being added to the clean-up of our public lands.

	Desired Outcome: Brief introduction of the concept for team consideration.
15 Minutes	Update on Dumpster request pages Doug This worthwhile idea is near completion. Doug has been trying to put the finishing touches on the pages and create a way to roll-out the concept for all Federal agency staff. Desired Outcome: Team input and suggestions on how to get the word out to staff and confirming methodology behind its use.
30 Minutes	Updates Doug Joslin Doug will update and discuss the following with the team: Messaging campaign Contract with NDF (Prison Crews) Judicial analysis task Strategic Plan Paper Recycling effort and recycling plan Clean-up site selection Other? Desired Outcome: Brief team on project progress and receive input
15 Minutes	Open discussion time for any team issues Desired Outcome: Discuss any items that the team would like to bring-up for consideration.
15 Minutes	Roundtable All

Additional Instructions:

Make any calls needed to secure steering committee attendees.

Agenda item: Discuss Steering Committee meeting **Presenter:** Doug Joslin

Discussion:

The plans for the committee meetings were discussed as well as confirming attendance by team members. Nancy and Lisa confirmed and Linda will check schedule. The proposed agenda was discussed and approved after minor corrections. Meeting will proceed in accordance with agenda. Dates were confirmed: 3/14/06, 3/21/06, 3/29/06, and 4/5/06. Allison Brody was confirmed as meeting facilitator

Conclusions:

Action items	Person responsible	Deadline
✓ Nancy to bring PowerPoint	Nancy	NA
✓ Nancy volunteered to be note taker for first three meetings	Nancy	NA
✓ Need volunteer for 4/5/06	All	4/4/06
✓		

Agenda item: Plan for organizing and conducting Take Pride team clean-up events. **Presenter:** Nancy Bernard

Discussion:

Nancy introduced a new concept for organizing and conducting TPIASN clean-up events. Her idea calls for regularly scheduled clean-up events with dates chosen to minimize conflicts with other events. Her idea is modeled after "drop-in days" organized at Golden Gate NRA.

Conclusions:

Team to consider idea and be prepared to discuss at future meetings.

Action items	Person responsible	Deadline
✓		

Agenda item: Update on Dumpster request pages **Presenter:** Doug Joslin

Discussion:

The dumpster request pages will be completed in March. Photographs from the contractor have caused some delays but they will be completed soon. Team should begin to consider how we will promote this program to staff.

Conclusions:

Once the site is up and running we will need to promote. How we will promote the program will be discussed at a future meeting

Action items	Person responsible	Deadline
✓		
✓		

Other Information

Observers:

**Community-based Roundtable
Agendas and Summaries**



AGENDA

Community Based Anti-litter and Dumping Roundtable

Date: March 14, 2006

Time: 7:00pm – 9:00pm

Location: Albrecht Board Room, Tam Alumni Center on the Campus of UNLV

7:00-7:15

Introductions

The Take Pride in America in Southern Nevada Team and participants will introduce themselves. Please share your name, organization, and why you are participating on the committee.

Desired Outcome: Welcome

7:15-7:45

Presentation

A PowerPoint presentation highlighting the funding, organization, mission, and goals of the Take Pride in America in Southern Nevada Team.

Desired Outcome: All participants learn about the Team

7:45-8:00

Break

8:00-8:15

Ground Rules and Mission Statement

The team will review some ground rules about goals oriented strategic planning and we will review the Take Pride in America in Southern Nevada mission statement.

Desired Outcome: Understanding of the strategic planning process

8:15-9:00

First planning Session

Brainstorming goals and objectives that prevent littering and dumping and fulfill the mission of the Take Pride in America in Southern Nevada team.

Desired Outcome: Starting list of goals and objectives

Note: This roundtable group has been organized by the Public Lands Institute. The purpose of this roundtable is to solicit ideas from participants on an individual basis. There is no expectation that the group agree to a specific course of action or reach consensus on ideas presented by individuals.

Next Meeting: Tuesday, March 21, 2006

Albrecht Board Room, Tam Alumni Center on the Campus of UNLV

AGENDA

Community Based Anti-litter and Dumping Roundtable

Date: Tuesday, March 21, 2006

Time: 7:00pm – 9:00pm

Location: Albrecht Board Room, Tam Alumni Center on the Campus of UNLV

7:00-7:10 **Introductions and Greetings**
We will introduce new participants.
Desired Outcome: Welcome and quarters.

7:10-7:50 **Why do People Litter?**
We will ask for your individual answers to a series of questions regarding litter and littering behavior. This will help to define the scope of the problem and further identify goals and objectives.
Desired Outcome: Discuss who litters and why.

7:50-8:00 **Break**

8:00-8:15 **Review of Last Session**
We will review the brainstorming session from last week.
Desired outcome: Review ideas and their grouping into goals and objectives.

8:15-9:00 **Goals and Objectives for Enforcement Activities**
Based on a review from last week's brainstorming session, the roundtable group discussed enforcement improvements as a means to eliminate dumping and littering. We will discuss enforcement related goals and objectives in more detail.
Desired Outcome: Individual ideas concerning enforcement.

Note: This round table group has been organized by the Public Lands Institute. The purpose of this round table is to solicit ideas from participants on an individual basis. There is no expectation that the group agree on a specific course of action or reach consensus on ideas presented by individuals.

Next Meeting: Wednesday, March 29, 2006, 7:00pm-9:00pm
Albrecht Board Room, second floor, Richard Tam Alumni Center, UNLV

Questions to gather information about litter in southern Nevada

1. How do you define litter?
2. Where do you see the most litter on our public lands?
3. Where do you see the most litter in areas outside our public lands?
4. What type of litter do you see the most?
5. What do you think is the number one source of litter in Southern Nevada?
6. Which of the following methods do you think would be most effective for getting the word out about littering and dumping prevention?
 - Television ads
 - Radio Ads
 - Newspaper ads
 - Billboards
 - Bus stop ads
 - Internet/Web site
 - Direct mail
 - Telemarketing
 - Other _____
7. Do you think using celebrities to deliver anti-litter and dumping messages would be an effective way to get the word out about prevention?
8. What strategies would be most effective to discourage littering – more trash cans, peer pressure through school education programs, more enforcement, 1-800 hotline, distributing litter bags, public awareness campaign?
9. Is there more litter today than there was 5 years ago?
10. What age group do you think is responsible for littering the most?
11. What activity are people engaged in when most littering occurs?
12. If we could do only one thing to curb littering what would that be?
13. Can you name at least one anti-littering campaign that you admire for its creativity and effectiveness at communicating a message?
14. Can you name a campaign that you thought was ineffective?

AGENDA

Community Based Anti-litter and Dumping Roundtable

Date: Tuesday, March 29, 2006
Time: 7:00pm – 9:00pm
Location: Albrecht Board Room, Tam Alumni Center on the Campus of UNLV

7:00-7:10 **Introductions and Greetings**
We will introduce new participants.
Desired Outcome: Welcome and quarters.

7:10-7:50 **Goals and Objectives for Laws and Regulations**
We will ask for your individual suggestions regarding changes or improvements to laws and regulations that could make elimination of litter and dumping a reality.
Desired Outcome: Individual ideas concerning laws and regulations.

7:50-8:00 **Break**

8:00-8:15 **Review of Last Session**
We will review the goals and objectives from last week.
Desired outcome: Review goals and objectives and add any new ideas.

8:15-9:00 **Goals and Objectives for Prevention and Clean-up**
We will ask for you individual suggestions regarding changes or improvements to prevention and clean-up strategies that could make elimination of litter and dumping a reality
Desired Outcome: Individual ideas concerning prevention and clean-up.

Note: This round table group has been organized by the Public Lands Institute. The purpose of this round table is to solicit ideas from participants on an individual basis. There is no expectation that the group agree on a specific course of action or reach consensus on ideas presented by individuals.

Next Meeting: Wednesday, April 5, 2006, 7:00pm-9:00pm
Albrecht Board Room, second floor, Richard Tam Alumni Center, UNLV

**BRAINSTORMING IDEAS PRESENTED
AT ROUND TABLE MEETING
MARCH 14, 2005
GROUPED BY THEME**

Education and Outreach

- Messaging campaign directed to why it is important not to litter
- Messaging - needs to be multi-lingual (especially Spanish)
- Plastic bags - not bio-degradable
- Corporate sponsors - use beer cans & bottles to help with messaging
- Landscapers - need to pay at dump (businesses)
 - information where to dump
- Homeowners - info about items that can be put at curb (Messaging)
- Educate public where they can take stuff – terminology problem of “transfer station” vs. dump
- Make dumping/litter number known/catchy - who to call - similar to water waste phone number “model”
- Make Clark County Health District phone number known
- Plastic bags - work with grocery stores to use alternative methods - use incentives for consumers (bring own sack, etc.)
- Look at local business leaders for partnership opportunities
- Get disadvantaged youth out to desert and have a positive experience; also those not disadvantaged
- Contests for school (art programs) as tools to get the message out
- Many people did not grow up in the desert – teachers - look at why people litter.
- Take Pride Schools (National Program) - encourage local schools to participate
- Partnership with Associated General Contractors
- Internet site as part of communication

Enforcement

- Sufficient staff to enforce/institutional capabilities
 - Look at Health District model

- Heavier fines when dumping
- Enforcement
- Put names of companies in newspapers that have been caught littering/dumping - like Health District rating system for restaurants

Laws and Regulations

- Lid-law on trash cans
- Administrative process
- Heavier fines for dumping
- Change legislation when necessary to make process better
- Bottle Bill - make companies more responsible

Prevention and Clean-up

- Building institutional capabilities at least cost to agencies
 - alternative ways to get capability like prison crews
 - create government structure to accommodate more crews
- Kiosks to dispense bags at trail heads
- Use fee station to give out bags to visitors

Other/focus areas

- Litter transcends all economic status
- Find root causes
- Consumer society – we have lots of stuff - lack of understanding of where to put “stuff”

**ROUND TABLE RESPONSES TO QUESTIONS
CONCERNING LITTERING IN SOUTHERN NEVADA
March 21, 2006**

1. How do you define litter?
 - Refuse - a discardable item that the discarder doesn't want anymore thrown carelessly into the environment - quantity is immaterial
 - Anything outside a trash container
 - Anything non-biodegradable
 - Cigarette butts
 - Anything left behind that wasn't there naturally before you arrived.

2. Where do you see the most litter on our public lands?
 - Roadsides
 - Sloan Canyon
 - Dock-side
 - Where there are dirt roads
 - Vehicles bring litter
 - Less litter on trails – hikers/bikers litter less
 - Campsites
 - Where there is alcohol (consumed)
 - Urban shorelines
 - On beaches if no trash cans available or inconvenient
 - Where dirt roads access the shoreline
 - Urban parks that are frequented by large visitor numbers – there is less litter in parks outside the urban core.
 - Fishing spots
 - Close to population masses where public has lower education levels
 - Places frequented by cultures that value recreation and litter differently

3. Where do you see the most litter in areas outside our public lands?
 - Off of highways
 - Close to population centers with less educated population
 - The Las Vegas Strip (lots of “pornographic” flyers)
 - Litter blown by wind ends up everywhere
 - Roads coming into town
 - Road to the dump
 - Where private property can be accessed by roads
 - Vacant lots
 - Parking lots
 - Local parks
 - Bus stops

4. What type of litter do you see the most?
 - Plastic bags
 - Diapers
 - Glass
 - Beer bottles/cans
 - Fast food wrappers/bags/cups
 - Cigarette butts
 - Paper
 - Napkins/Kleenex
 - Landscape waste
 - Batteries (especially at Lake Mead)

5. What do you think is the number one source of litter in Southern Nevada?
 - Fast food
 - Plastic bags – supermarkets
 - Beer
 - Drink containers
 - All people litter
 - People under 21 most prone to litter
 - “Old” fisherman
 - Mothers who leave diapers on ground

6. Which of the following methods do you think would be most effective for getting the word out about littering and dumping prevention?
 - Television ads (6 votes)
 - Radio Ads (5 votes)
 - Newspaper ads (0 votes)
 - Billboards (4 votes)
 - Bus stop ads (2 votes)
 - Internet/Web site (1 vote)
 - Direct mail (0 votes)
 - Telemarketing (0 votes)

Other ideas that were discussed by roundtable

- Community events
 - School/classroom speakers
 - Campaign with fast food restaurants
 - Campaign with supermarkets
7. Do you think using celebrities to deliver anti-litter and dumping messages would be an effective way to get the word out about prevention?
 - Yes, with right celebrity or create own celebrity/mascot

8. What strategies would be most effective to discourage littering – more trash cans, peer pressure through school education programs, more enforcement, 1-800 hotline, distributing litter bags, public awareness campaign?
 - More trash cans (3 votes)
 - Peer pressure through school education programs (2 votes)
 - More enforcement (3 votes)
 - 1-800 hotline (1 vote)
 - Distributing litter bags (1 vote)
 - Public awareness campaign (2 votes)
 - Other: Create campaign to reward people that pick-up litter

9. Is there more litter today than there was 5 years ago?
 - All said more or same
 - More in some areas less in others

10. What age group do you think is responsible for littering the most?
 - 16-26 year olds
 - All ages
 - Most ages

11. What activity are people engaged in when most littering occurs?
 - Drinking parties (desert, parks, Strip)
 - Alcohol related
 - Target shooting
 - Gang assemblies
 - Athletic events
 - Bank fishing
 - At work – landscapers, installers, etc.
 - Sledding

12. If we could do only one thing to curb littering what would that be?
 - Shoot on site
 - Messaging
 - STRONG ENFORCEMENT
 - Big fines
 - Public accountability – grades for businesses based on litter and dumping program
 - Improve infrastructure for bins and dumpsters

13. Can you name at least one anti-littering campaign that you admire for its creativity and effectiveness at communicating a message?

Iron Eyes Cody	
Don't Mess with Texas	
Oregon Green	
Woodsy Owl	
Pack it in Pack it Out	

14. Can you name a campaign that you thought was ineffective?

15.

Please Don't Litter "Stick Man"	
Woodsy Owl	

**ROUND TABLE SUGGESTIONS REGARDING
LITTER AND DUMPING ENFORCEMENT
GOALS AND OBJECTIVES**

March 21, 2006

- Site Stewardship Program – Neighborhood Watch
- Community service ordered for people caught littering – can be used as clean-up force.
- Make violators go on tour of littering and dumping sites if caught.
- Work with judicial system at all levels regarding community service.
- Community service as an alternative to fines.
- Public accountability.
- Law enforcement has the will and ability to write tickets. Make sure litter and dumping enforcement is a priority from the top.
- Increase number of patrols.
- Heighten awareness of problem among lawmakers.
- Community needs to care if law enforcement is not behind efforts to control litter and dumping.
- Educate citizens that they can become involved through witnessing and reporting – Clark County Health District model.
- Use technology (digital cameras) to take photos of litterers/dumpers in the act.
- Set up “stings” at dump sites staged by enforcement officers.
- Reduce landfill costs for businesses.
- Increase number of transfer stations.
- Make sites known through GPS database. Use public to help locate sites.
- Reward people who turn in litterers/dumpers.
- Reward people who pick-up trash.
- Educate judges – ensure all punishments for littering/dumping are equal.
- Move Federal Agencies to administrative process from criminal process.

**1st Annual Save the Desert
Environmental Walk**

Cottonwood Cove Marina and The Community of Searchlight

You are invited to participate in our
**1st Annual Save The Desert
Environmental Walk**
On Saturday March 18

Volunteers are needed to walk from
Searchlight to Cottonwood Cove
to pick up trash along the road.
Each group of volunteers will
walk approximately 1 mile

The event will start at the Searchlight Nugget
8:00AM
Free coffee and donuts for all Volunteers.

The Event will end at Cottonwood Cove Marina
and will be followed up with a
Barbeque at 1:00 PM at the Café Patio.

Your participation in this worthwhile event will be greatly
appreciated!

For more information call (702) 297-1464

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TRAVEL PARTNER
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Colton's General Store

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So let's have fun cleaning up our
environment.
Come Join Us!