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Take Pride in America in Southern Nevada: Quarterly Progress Report, Period Ending September 30, 2006

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QUARTERLY PROGRESS REPORT

University of Nevada, Las Vegas
Period Ending June 30, 2006

Cooperative Agreement Number FAA010017
Take Pride in America in Southern Nevada

Executive Summary

- Team members have been meeting regularly with other interagency teams to plan for the upcoming messaging campaign roll-out event, set for October 12, 2006.
- The Interagency Anti-Litter Team recycled over a ton of paper this quarter.
- A task order modification request was completed, submitted, and approved this quarter. The request will make more funds available for the messaging campaign.
- A multi-pronged media buy for the messaging campaign has been planned this quarter and will be initiated in October.
- The Anti-Litter Team worked with the Nevada Division of Forestry to complete Phase Two of a clean-up project on US Fish and Wildlife property.

Summary of Attachments

- Team meeting agendas and minutes
- Messaging campaign operations plan
- Year 2 clean-up schedule

Collaboration with Interagency Teams

The Interagency Anti-litter Team met two times during the past quarter on July 11 and August 28, 2006 (*see attached agendas and minutes*). The September meeting was cancelled to give team members time to attend a volunteer training class at Lake Mead National Recreation Area. The team continues to meet on a monthly basis and is providing direction on all four subtasks, as detailed below.

The team continues to pursue opportunities to collaborate with other interagency teams. On July 27, 2006, Project Manager Doug Joslin attended a Law Enforcement Team meeting to discuss opportunities for the Interagency Law Enforcement Team and the Anti-Litter Team to work together on clean-ups and enforcement. The initial meeting has led to a possible combined clean-up in the Sunrise Mountain Management area.

The team also met several times this quarter with members of the Interagency Volunteer Team and the Public Affairs Team. These meetings have taken place on a weekly basis to prepare for the October 12, 2006, messaging campaign roll-out.

Sub-task 1: Strategic Planning and Project Management

With the completion of the roundtable meetings during the first quarter of 2006, the team has started to finalize a draft strategic plan.

Recycling Efforts

As noted in previous quarterly reports, Project Manager Doug Joslin represents 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 three times 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.

One immediate option for increased recycling has been a partnership with the Abitibi Paper Retriever® Program. This program has been recognized nationally for its successful recovery rate, and Abitibi-Consolidated Recycling Division is committed to providing this program since the company is an end-user of the paper collected. Abitibi has partnered with the Anti-Litter Team and NPS staff to place two recycling dumpsters at the National Park Service warehouse in Boulder City (commonly referred to as the Safety First Building). The bins are serviced by the Paper Retriever® program, and as of September 30, 2006, the NPS had recycled over a ton of paper, saving 7,000 gallons of water, 17 trees, and almost 4 cubic yards of landfill space.

The team continues to pursue placing additional recycling dumpsters at the Interagency Building to increase agency recycling efforts in Southern Nevada.

Sub-task 2: Messaging Campaign

The messaging campaign plan has been the principal focus of the Interagency Anti-Litter Team this quarter. As noted in our last report, the Southern Nevada Agency Partnership (SNAP) Board of Directors approved the messaging campaign plan during its June 2, 2006 board meeting (*see attached approval e-mail*). This approval was the final step required before implementation, and the team immediately set to work planning the media buys and the official roll-out event.

Planning for the messaging campaign roll-out event has involved intense collaboration this quarter with both the interagency Public Affairs Team and the Interagency Volunteer Team. Initially, the teams planned to combine the roll-out event with a clean-up coinciding with National Public Lands Day on September 30, 2006.

At a meeting on July 11, 2006, the teams decided that all event planning involving invitations, contacts, press releases, etc., would be headed up by the Public Affairs Team with assistance from the Public Lands Institute. The Volunteer team would plan and conduct the clean-up event with support from the Anti-Litter Team, while the Anti-Litter Team would coordinate logistics (ordering additional chairs, port-o-potties, sound and stage, etc.) and handle team coordination.

On August 25, 2006 the Interagency Anti-Litter Team briefed the SNAP Board on event planning progress. At this meeting, the team was given additional direction and was asked to change the date, location, and the planning to better reflect the Board's desires. The teams met again on August 28, 2006, to reorganize the event planning (*see attached Event Management Plan of Operations*). Following this meeting, the revised plan was presented to the Board and approved. A timeline of these events is provided below.

Milestone	Date
Team presents final draft of Messaging Campaign to SNAP Board	June 2, 2006
Team receives e-mail confirming Board approval with suggestions.	June 3, 2006
IVP, TPIA, and PA Teams meet to begin planning	July 11, 2006
Team planning for September 30, 2006 event	July-August
Team briefs SNAP Board. Board recommends substantive changes.	August 25, 2006
IVP, TPIA, and PA Teams meet and make changes in accordance with SNAP Board recommendations	August 28, 2006
Board approves revised event plan	August 30, 2006
Planning and implementation of October 12, 2006 roll-out event in accordance with Event Management Plan of Operations.	September-October

The event planning is in full swing as the event date approaches. In brief, supplies have been ordered, stage and sound ordered, invitations mailed, contacts made, media contacted, press kits created, give-away and promotional items created, and other countless details have been addressed by the team and project manager.

Media Buys

The media buys for the campaign are being finalized, with initial placements to occur between October and December 2006. The first stage of the plan calls for ads to run in local newspapers (both English-language and Spanish-language), on Spanish radio, on billboards, and movie theater ads to coincide with the roll-out event. A second media run is planned for February-March 2007.

Round 4 Modification Request

At the request of the Anti-Litter Team, the Public Lands Institute submitted a request to modify the Round 4 task agreement budget. The messaging campaign budget over the three years of the current task agreement totaled only \$143,000, an amount that is not adequate to sustain the approved messaging plan. The modification request reallocated \$115,000 from other subtasks to better fund the campaign during Year 2. This request was approved, and much of the additional funding has now been dedicated to the upcoming media buys.

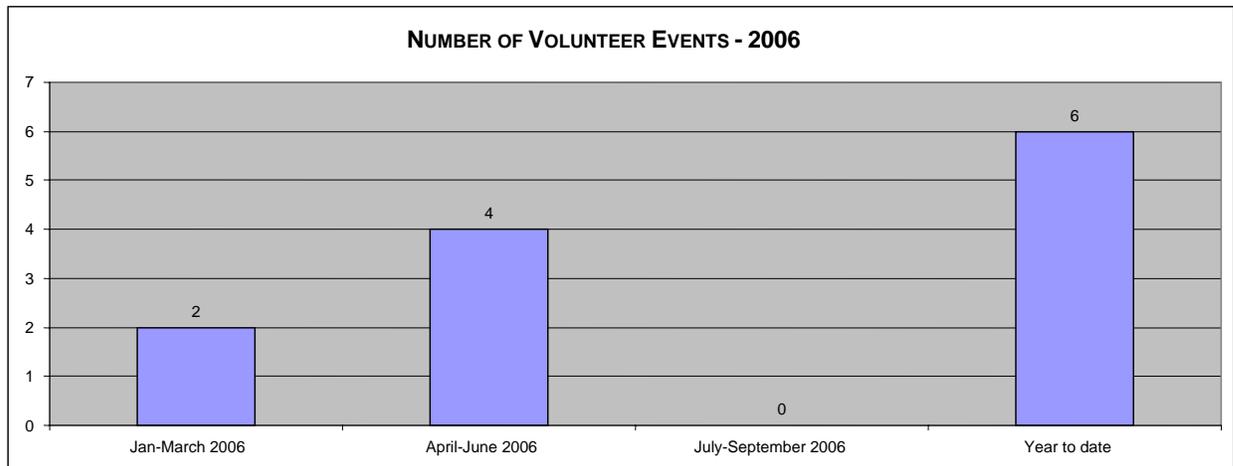
Sub-task 3: Litter and Desert Dumping Clean-ups

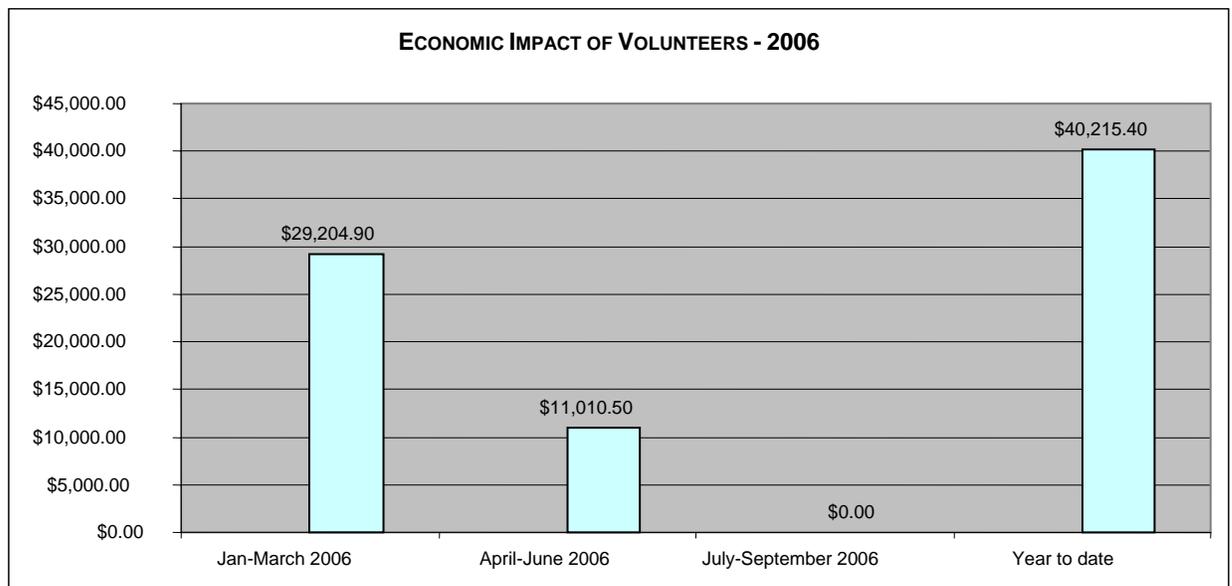
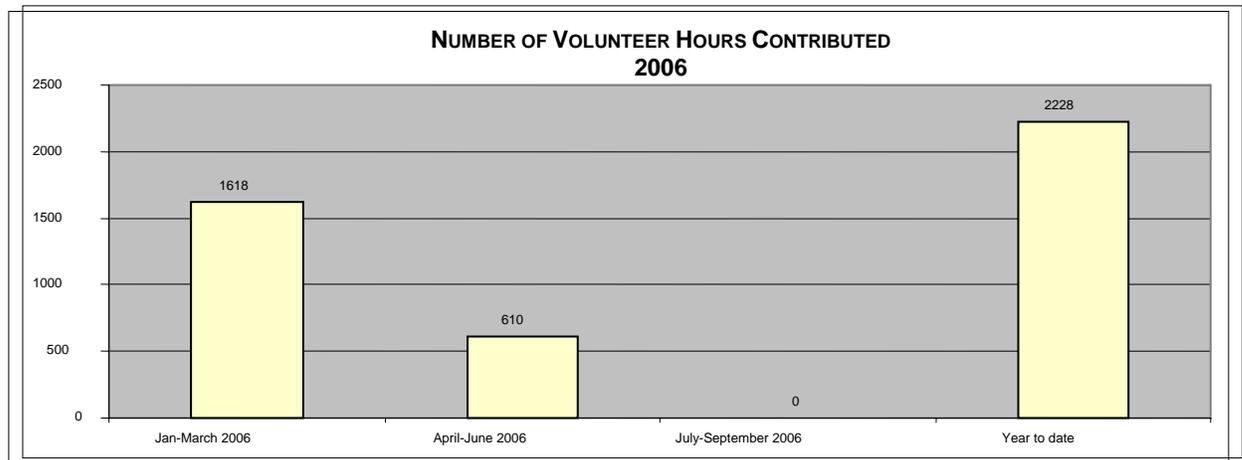
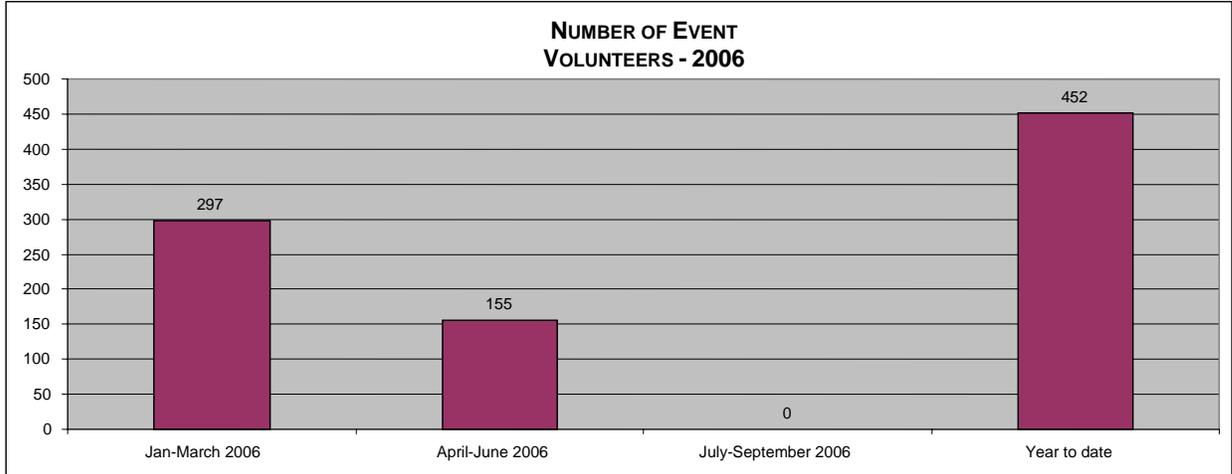
Volunteer Clean-Up Events

The Interagency Anti-litter Team planned, but did not complete, two volunteer clean-ups this quarter. The events were cancelled for the following reasons:

- July/August, 2006 – An event was planned at Lake Mead for July or August to coincide with a planned Eco-Dive event. However, rains in the area of Placer Cove washed out the road and prevented any vehicles from accessing the area where the clean-up was to be held.
- September 30, 2006 – The Interagency Anti-Litter Team had planned a cooperative clean-up with the Volunteer Team on National Public Lands Day to coincide with the original roll-out date for the messaging campaign. However, when the roll-out date was changed at the request of the SNAP Board, both teams agreed that the Anti-Litter Team should focus its efforts solely on the event planning.

Despite these setbacks, the team has hosted six successful events this year. According to the Point of Light Foundation, which provides data for calculating the economic impact of volunteers, these events to date have had an economic impact exceeding \$40,000.00 (*see charts below*).





Alternative Work Force

A 12-person work crew from the Nevada Division of Forestry's Jean Conservation Camp cleaned up a parcel belonging to the US Fish and Wildlife Service on July 17-18, 2006. The NDF crew removed more than 60 cubic yards of brush and garbage. This clean-up is the second time the Anti-Litter Team has worked on a project with the Nevada Division of Forestry.

Two additional events are currently being planned with the NDF. Erick Walker and Doug Joslin met with NDF representatives on August 23, 2006. The NDF crews will help clean-up two separate areas of the Spring Mountains. Unfortunately, an active fire season has made it difficult to schedule alternative-workforce clean-ups, as the conservation camp crews are also certified firefighters. We anticipate more activity as the cooler weather hopefully puts an end to the fire season.

Future Events

Several events are planned in the coming months (*see attached schedule*). The Interagency Anti-Litter Team will make every effort to meet its goal of 12 clean-ups during Year 2 of the task agreement. However, the cancelled events this quarter will make reaching that goal very difficult. The Public Lands Institute does not have independent authority to schedule clean-ups but must work within the structures established by the interagency team. The team is constantly refining and improving the planning as well as the implementation of events. To assist in this endeavor, partnerships with the Interagency Volunteer Team are being implemented as well as meaningful collaborations with the Interagency Restoration Team and the Interagency Law Enforcement Team.

Sub-task 4: Judicial System Analysis

As reported in our last quarterly report, a draft of Part I of the judicial analysis was completed on June 12, 2006, by UNLV law student Allison Wirth. The report was posted on GroveSite for team review in July, and team members who wished to comment have done so. The report will now be forwarded to members of the Law Enforcement Team for their review. A meeting will be scheduled during the next quarter to get that team's response.

Part II of the report is currently underway by UNLV law student Macaire Moran. Updates on the progress of the judicial analysis will be contained in future quarterly reports

Submitted by:

Margaret N. Rees, Principal Investigator

September 30, 2006
Date

Meeting Agendas and Minutes

AGENDA

Anti Litter Team Meeting “THE A-TEAM”

Date: July 11, 2006
Time: 9:00am – 12:00pm
Location: Conference Room B, Interagency Office
Meeting called by: Lisa Christianson and Douglas Joslin
Attendees: Nancy Bernard Erick Walker Hillerie Patton
Linda Miller Robbie McAboy

Please bring:

9:00-9:05	Greetings All
9:05-10:30	September 30th roll-out Lisa Christianson The chosen date for a roll-out of the media campaign is September 30, 2006. Hillerie Patton will be at the meeting to help us plan this huge event. Desired Outcome: 1. Get a handle on the event schedule for 9/30/06
10:30-10:45	Charter (especially sections VII. and VIII.) Lisa Christianson There has been some suggestions regarding the decision making section for the charter. The charter is a very important document to the team so we will discuss the charter and approve a final version for submission to the SNAP Board. Please read the attached charter and charter template and be prepared to comment on the charter. Section VII and VIII are a draft combination of comments I have received on these sections. Desired Outcome: 1. Finalize charter
10:45-11:00	Trailer vinyls Doug Joslin Doug has a suggestion for the trailer vinyls that incorporates the suggestions from the last meeting. We need to comment and approve a final version so they vinyls can get produced and applied ASAP. The trailer can be an integral part of the roll out event so we need time to get it all done before 9/30/06. Desired outcome: 1. Approve vinyls for trailer
11:00-11:10	Break
11:10-11:45	Round 6 T.O. and Round 7 nomination Lisa Christianson An update on the round 6 and 7 task order and nomination Desired outcome: Planning for round 6 T.O. and Round 7 nomination.
11:45-12:00	Roundtable All

Additional Instructions: Bring ideas for clean-up sites

- SNAP logo, and SNPLMA logo if possible.
- 2. Auto litter bags and trash bags should be ordered that use the DTN logo.
- 3. Pens with the DTN logo
- 4. Lapel pins and/or patches
- 5. Lanyards (We will use the TPIA lanyard previously ordered)
- 6. Magnets or vinyl banners with the logo (magnets could be used on roll-offs)

Public/Private Partnerships. Partners that could be contacted to become supporters of the campaign.

- 1. Forever Reports (Nancy mentioned Eric Rabone as a contact)
- 2. Developers and home builders
- 3. Republic Services. Republic could help underwrite ads that promote services they offer that are alternatives to dumping, i.e. transfer stations, curbside pick-up options, the landfill)

Promotion options

- 1. EE team create a curriculum for CCSD focused on litter and dumping
- 2. Posters for schools
- 3. Forever Earth cross promotion opportunities
- 4. City Hall announcements
- 5. Web site partnerships
- 6. Litter bag/info handout at fee stations
- 7. Law enforcement team brochure
- 8. 30 minute video for public access TV
- 9. Door magnets for agency vehicles

SNAP Board meeting

- 1. There will be a SNAP Board meeting on August 25th
- 2. Board wants an update from the team about the roll-out event
- 3. All team members should attend

Event Time-line

- 1. August 1st. Ads from Aztec will be finalized
- 2. August 15th we will meet at the Lake Mead location for the clean-up (location TBD) to better plan event.
- 3. We need to conduct the roll-out during the event which means a window of opportunity from 7:30-11:30 with our best opportunity falling between 8:30 and 11:30. This would allow us to make our roll-out announcement during the clean-up. Alternatively we could make announcement during lunch.
- 4. Current clean-up event time-line is as follows

7:30	Registration
8:00	Safety briefing
8:15	Start
11:30	Finish
11:45	Lunch
12:30	Event ends

Event planning considerations

- 1. When can media be there
- 2. When will event happen
- 3. Will it be before or after the clean-up

Items we need to begin ordering and planning

- 1. Tents, chairs, stage, sound, extra water, extra lunches, volunteers for set-up and break/down

Event Planning (this is a preliminary list and much more detail will come out in the weeks ahead.

1. Public affairs team will:
 - Organize event
 - Invite attendees and dignitaries
2. IVP team will:
 - Organize clean-up event
3. TPIAISN Team will:
 - Invite other teams to participate

Media Kit- The Public Affairs team will work with LaNelda Rolley to create a media kit. Ideas include:

1. Trash bags with logos
2. Tee shirts with logo and take pride logo
3. Hats with logo

Conclusions: There is a lot of stuff going on and a lot of it is still in the initial stages of planning. Be ready to react quickly in the event of planning changes.

Action items	Person responsible	Deadline
✓ Take charge of collateral/hand-out/give away stuff	Doug Joslin	9/15/06
✓ Begin discussions with possible partners	Doug Joslin	9/15/06
✓ Begin formalizing event plans for delivery	Doug Joslin, Lisa Christianson, Hillerie Patton	8/20/06
✓ Media kit collaboration	Hillerie Patton and LaNelda Rolley	8/20/06
✓ Begin ordering supplies as needed during planning	Doug Joslin, Hillerie Patton, and Lisa Christianson	ongoing
✓		
✓		

Agenda item: Cancel September Meeting to allow team to attend volunteer training at Lake Mead **Presenter:** Nancy Bernard

Discussion:

Nancy Bernard presented an opportunity for the team to attend volunteer manager training at Lake Mead. The training is very good and we may all want to attend because we work with volunteers so frequently. The team agreed that the training sounds like an excellent opportunity. The training will take place September 13-14, 2006. September 13th is our regularly scheduled team meeting. The team all voted to cancel the regular team meeting in order to attend the training.

Conclusions: The team meeting for September 13th is cancelled so that team members can attend the volunteer training

Action items	Person responsible	Deadline
✓ volunteer training registration info to team	Nancy Bernard	ASAP

Agenda item: Reschedule August meeting due to vacations **Presenter:** Douglas Joslin

Discussion:

1. Doug brought up that he has vacation during the August Team Meeting. Doug suggested that the regular meeting still be held and asked if someone would take the minutes and notes. The team decided to reschedule the meeting instead.

Conclusions:

The meeting scheduled for August 9, 2006 will be rescheduled to August 15, 2006.

Action items	Person responsible	Deadline
✓ post changes on GroveSite	Doug Joslin	ASAP

Agenda item: Trailer Vinyls **Presenter:** Douglas Joslin

Discussion:

Doug presented ideas for vinyl wrapping the trailer. Doug showed some mock-ups for the trailer design. The team was very pleased with the trailer vinyl design.

Conclusions:

The team authorized Doug to move forward with getting the trailer wrapped in accordance with design presented.

Action items	Person responsible	Deadline
✓ Have trailer wrapped	Doug Joslin	9/25/06

Other Information

Observers:

Resources:

Special notes:

AGENDA

Anti Litter Team Meeting “THE A-TEAM”

Date: August 28, 2006
Time: 9:00am – 12:00pm
Location: BLM Conference Room, Interagency Office
Meeting called by: Lisa Christianson and Douglas Joslin
Attendees: Nancy Bernard Erick Walker Hillerie Patton
Robbie McAboy

Please bring:

9:00-9:05	Greetings All
9:05-10:30	September 30th roll-out Lisa Christianson There is a lot to do for this event. We will discuss the plan that is taking shape. The Board wants another briefing at 1pm today. Desired Outcome: <ol style="list-style-type: none">roles and responsibilities for eventClean-up event?
10:30-10:45	Charter Doug Joslin We discussed at last meeting and there have been no comments. OK to submit? Desired Outcome: <ol style="list-style-type: none">Finalize charter
10:45-11:00	Break
11:00-11:30	Round 7 nomination Lisa Christianson An update on the round 7 nomination. Desired outcome: Review of nomination
11:30-12:00	Roundtable All

Additional Instructions: Bring ideas for clean-up sites

Messaging Campaign Operations Plan

**Don't Trash Nevada
Anti-litter & Desert Dumping
Campaign Roll Out**

Event Management Plan of Operations

Event Management Team
Contact List

Hillierie C. Patton – Event Coordinator

Bureau of Land Management, Public Affairs

(702) 515-5046 – office

(702) 528-6382 – cell

Hillierie_c_patton@blm.gov

Jennifer Haley – Assistant Event Coordinator

Southern Nevada Agency Partnership, Executive Director

(702) 293-8951 - office

(702) 379-3869 – cell

Jennifer_haley@nps.gov

Doug Joslin – Logistics Team Captain

Take Pride In America Program, Project Manager

Public Lands Institute

(702) 895-5149 - office

doug.joslin@unlv.edu

Beth Moore - Communication Team Captain

Forest Service, Spring Mountains NRA

(702) 839-5567- office

(702) 528-3488 - cell

bethshort@fs.fed.us

Lisa Christianson – Support Team Captain

Bureau of Land Management, Air Quality Specialist

(702) 515-5127 – office

Lisa_christianson@blm.gov

Lisa Wilson – Security Team Captain

Bureau of Land Manage, Law Enforcement

(702) 515-5128 – office

(702) 376-0781 – cell

Lisa_wilson@blm.gov

Event Planning

Event Management Teams

Event coordinator – Hillerie C. Patton (BLM)

Role: The Event Coordinator is responsible for the successful planning and execution of the “Don’t Trash Nevada” Campaign roll out.

Responsibilities:

- Manage the implementation of the event’s planning and execution
 - Oversee the development of the event management plan
 - Conduct site visit/develop event layout
 - Monitor the progress of event teams
 - Establish planning schedule
 - Establish and manage deadlines
 - Coordinate with Assistant Event Coordinator and team captains
 - Coordinate with Congressional staffers
 - Coordinate with local elected officials’ staffers
 - Coordinate with speakers (other than elected officials)
 - Purchasing equipment and supplies
-

Assistant Event Coordinator – Jennifer Haley (SNAP)

Role: Work with the event coordinator to provide support to team captains. Serve as the liaison to the SNAP Board to keep the members informed of the progress of the event’s planning and execution. Provide opportunities for team members to participate in this process at their discretion. Additionally, provide to the Event Management Team feedback from the SNAP Board

Responsibilities:

- Assist event coordinator in implementing the Event Management Plan
- Conduct site visit/develop event layout
- Attend team captain meetings
- Purchase equipment and supplies if necessary
- Involve SNAP Board

Special Instructions:

Purchasing Team

Members:

Doug Joslin (PLI)
Jennifer Haley (SNAP)
Hillierie C. Patton (BLM)

Role: Work with SNAP Board to allocate funding for the event**Responsibilities:**

- Purchase equipment and supplies
- Provide cost estimate for equipment and supplies
- Coordinate with team captains

Special Instructions:

Logistics Team

Members:

Captain - Doug Joslin (PLI)
Vickie DeWitt (PLI)
Todd Shoaff (BLM)
Troy Phelps (BLM)
BLM Maintenance
BLM Fire
Clark County Fire

Role: Provide overall infrastructure for the event**Responsibilities:****Team Lead Responsibilities:**

- Work with Event Coordinator and team captains
- Conduct site visit/develop event layout
- Coordinate team involvement
- Schedule and facilitate team meetings
- Ensure timelines are met
- Coordinate with BLM Assistant Field Manager for Support Services to provide cost codes for labor
- Coordinate with Security and Fire Team to provide emergency assistance

Team Member Responsibilities:

- Set up tables, chairs, tents, etc.

- Break down equipment (tables, chairs, tents, etc.)
 - Move equipment
 - Assist with site clean up and trash removal
 - Bring coolers and ice
 - Water down site to prevent dust (if necessary)
-
-

Special Instructions:

Supplies:

Cell phones
Chairs
Coolers
Ice
Hand-wash stations
Name tags
Portable restrooms
Radio
Signs
Staff t-shirt
Tables
Tape
Tents

Communication Team

Members:

Captain – Beth Moore
Roxanne Dey (NPS)
Kirsten Cannon (BLM)
LaNelda Rolley (PLI)

Extended Team Members:

Christie Kalkowski – FS, Supervisor Office
Doran Sanchez (BLM NV State Office)
Alexandra Pitts (USFWS)

Role: Leverage the power of the media to deliver the message of the “Don’t Trash Nevada” campaign to the community

Responsibilities:

Team Lead responsibilities:

- Work with Event Coordinator and team captains
- Conduct site visit/develop event layout
- Coordinate team involvement
- Organize media products and interaction
- Schedule and facilitate team meetings
- Ensure products are developed and timelines are met
- Develop and manage communication plan with Event Coordinator
- Coordinate staging areas with Logistics Team
- Coordinate Media Availability with Principals
- Schedule one-on-one media interviews (at the discretion of Principals)
- Involve media in desert clean up
- Provide Photography

Team Members responsibilities:

- Attend team meeting
- Develop outreach products
- Operate media station
- Assist media at event

Extended Teams responsibilities:

- Coordinate involvement with Washington and State Communication Offices
- Review outreach products

Special Instructions: (Communication Plan in Appendix 4.1)

Supplies:

Camera
Cell phones
Chairs
Media kits
Markers
Name tags
Paper
Pens
Radio
Signs
Tables
Tape
Tent

Support Team

Members:

Captain – Lisa Christianson – (BLM)
Robbie McAboy – (BLM)
SNAP Environmental Education Team
SNAP Restoration Team
SNAP Interagency Volunteer Team

Role: Provide care and handling of the guests (partners and community members)

Responsibilities:

Team Lead Responsibility:

- Work with Event Coordinator and team captains
- Conduct site visit/develop event layout
- Schedule and facilitate team meetings
- Coordinate team involvement
- Establish Principal and guest parking
-

Team Member Responsibility

- Direct guest parking
 - Escort guests to event site
 - Provide assistance to guests
 - Staff eater tent
 - Hand out programs
 - Serve as event floaters
 - Assist with site clean up and trash removal
-

Supplies:

Cell phones
Event Program
Name tags
Radio
Safety Vests
Staff T-Shirts
Traffic Cones

Security Team

Members:

Captain – Chief Ranger
SNAP LE Team
LV Metropolitan Police

Role: Coordinate overall Law Enforcement and Security

Responsibility:

Team Lead Responsibility:

- Work with Event Coordinator and team captains
- Conduct site visit/develop event layout
- Identify potential security issues
- Point of Contact for Congressional/WO/Local security detail(s)
- Update NSO LE
- Coordinate team involvement
- Schedule and facilitate team meetings
- Ensure timelines are met

Event Execution

Event Management Teams

Note: This portion of the plan details the roles and responsibilities of each team the day of the event.

Event Coordinator – Hillerie C. Patton

Role: Ensure effective execution of the event

Responsibilities:

- Coordinate with team captains to ensure that each team is operating according to plan of operations.
 - Resolve issues/problems that occur during the event
 - Coordinate with Congressional and local elected officials Staffers
-
-

Assistant Event Coordinator – Jennifer Haley

Role: Ensure that the SNAP Board is fully aware of the schedule of events

Responsibilities:

- Seat the SNAP Board
 - Make sure SNAP Board members are aware of when they are scheduled to participate
 - Coordinate the role of Agency officials (ie., State Director, BLM Director, FS Chief).
 - Coordinate with staffers
 - Make sure they have agendas and know their roles and responsibilities
-
-

Logistics Team

Members:

Captain - Doug Joslin (PLI)
Vickie DeWitt (PLI)
Todd Shoaff (BLM)
Troy Phelps (BLM)
BLM Maintenance
BLM Fire
Clark County Fire

Role: Set up equipment and supplies/ Break down

Responsibilities:

- Dry run the day before the event
 - Arrive at site by 7:00 a.m. the day of the event
 - Work with sound/stage vendor to set up
 - Move additional equipment as necessary
 - Set up
 - Chairs
 - Tables
 - Media staging area
 - Registration area
 - Water station
 - Move additional equipment as necessary
 - Bring ice and coolers
-
-

Special Instructions:

Tables and chairs are to be set up in two sections with ten rows of ten chairs. There will be an isle between each section. The isle should be wide enough for wheelchair access.

The registration area needs three tables set up in a reverse U shape. Place four chairs in the registration area. Set up a tent over the registration area.

The media staging area needs one table with two chairs. Set up a tent over the media staging area.

Place water and ice in the water station

Communication Team

Members:

Captain – Beth Moore
Roxanne Dey (NPS)
Kirsten Cannon (BLM)
LaNelda Rolley (PLI)

Extended Team Members:

Christie Kalkowski – FS, Supervisor Office
Doran Sanchez (BLM NV State Office)
Alexandra Pitts (USFWS)

Role: Coordinate media activities and interviews

Responsibilities:

- Dry run of the event the day before
 - Arrive by 8:00 a.m. the day of the event
 - Set up media staging area (coordinate with Logistics Team)
 - Bring media kits and supplies to event
 - Sign in media
 - Coordinate interviews through Event Coordinator
 - Conduct interviews as needed
 - Address general media needs/concerns
 - Disseminate name tags to teams
-

Support Team

Members:

Captain – Lisa Christianson – (BLM)
Robbie McAboy – (LBM)
SNAP Environmental Education Team
SNAP Restoration Team

Role:

Responsibilities:

- Dry run the day of the event
 - Arrive at site by 7:00 a.m. the day of the event
 - Set up parking areas for Principals and public
 - Assist with trash pick up and removal
 - Serve as ushers
 - Hand out programs
 - Assist participants/Answer questions
 - Provide water as necessary
-

Security Team

Members:

Captain – Chief Ranger
SNAP LE Team
LV Metropolitan Police

Role: Coordinate overall security

Responsibilities:

- Coordinate with Metro

Appendix

1.1 Equipment & Supplies

Audio (speakers, microphones,
generator)
Batteries
Camera
Cell phones
Chairs
Clip Boards
Coolers
Pens
Podium
Portable restrooms
Scissors
Signage
Stage
Tents
Water

Cones
Don't Trash Nevada Products
Hand-wash stations
Ice
Logo Seal
Markers
Media Kits
Name tags
Programs
Radios (Walkie Talkies)
Safety Vests
Staff T-Shirts
Tables
Tape
Volunteer Forms

2.1 Vendors

A-Company: (702) 647-4000

Hand-wash stations
Portable restrooms

RSVP Party Rentals: (702) 878-0144

Chairs
Tables
Tents

Ken's Events: (702) 898-7309

Audio Equipment
Stage

4.1 Communication Plan

ISSUE SUMMARY:

“Don’t Trash Nevada” is the anti-litter campaign developed by the Southern Nevada Agency Partnership (SNAP) through its Anti-litter and Desert Dumping Team. Senator John Ensign (R) has been a vocal supporter of having this campaign throughout the state. Consequently, the Anti-litter team worked with a marketing and advertising firm to develop and identity and branding for the campaign. The firm developed a logo and print media outreach materials in both English and Spanish. Currently, television and radio outreach are in production and scheduled for release in the near future. The goal of the campaign is to create awareness of the severity of litter and desert dumping problems throughout Southern Nevada. Additionally, the campaign is intended to significantly decrease the occurrences of littering and dumping.

In early October, SNAP, the Public Lands Institute (UNLV), and Senator Ensign will formally announce the campaign to the public. This event will be held at the Sunrise Mountain Instant Study Area managed by the Bureau of Land Management. The purpose of the event is to involve the community and gain support at the early stages of the campaign.

COMMUNICATION PLAN GOALS:

- Provide a plan of action for the communication team and SNAP Board
- Leverage media coverage to promote messages
- Coordinate timely dissemination of outreach materials
- Inform internal and external stakeholders

KEY MESSAGES:

- Dumping is illegal, costly, and socially irresponsible
- Littering is against the law
- Desert dumping and littering are major problems especially in Southern Nevada
- Dumping and littering will continue to increase if not addressed now
- Keeping the environment litter-free is everyone’s responsibility
- Illegal dumping raises significant health concerns
- Dumping causes extreme resource damage to the resources and wildlife

ACTION PLAN:

- **Articles** – develop articles for internal and external publications
 - Complete one month prior to the event
 - Beth Moore
- **Media Kits** - print ready advertisements (hard copy and CD), press release and fact sheets
 - Complete two weeks prior to event
 - LaNelda Rolley

- **Media Advisory**
 - Complete two weeks prior to event and send to the media one week prior to event
 - Beth Moore
- **Press Release**
 - Complete one week prior to event and send to the media three days prior to event
 - Roxanne Dey
- **Media Station**
 - Operate media station at event
 - Kirsten Cannon
- **Media Pitch Calls**
 - Start the week prior to event
 - Beth Moore
- **Invite List**
 - Finalize one month prior to event
 - Entire team
- **Invitations**
 - Print one month prior to event and mail out three weeks prior to event
 - Beth Moore
- **Programs**
 - Complete three weeks prior to event
 - Roxanne Dey and Leslie Paige
- **Briefing Papers/Early Alerts**
 - Complete briefing papers one month prior to the event
 - Hillerie C. Patton

COMMUNICATION TOOLS & PRODUCTS:

Articles

Briefing Papers

Early Alert

Media Advisory

Phone calls

Talking Points

Press kits

- Press release
- Camera-Ready Art
- Information about the litter and dumping campaign

- Information about SNAP
- Congressional inserts

TARGET PUBLICS:

Congressional Delegates and Staffers
State Senate
Local Elected Officials
Secretaries of Interior & Agriculture
BLM Director
USFS Chief
FWS
NPS
Nevada State Office
Environmental Community
Business Community
Community at large
Local/National Media

CONTACTS:

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Extended Team Members:

Christie Kalkowski – FS, Supervisor Office

Doran Sanchez – BLM, State Office

Alexandra Pitts – USFWS representative

**Anti-Litter Team
Year 2 Clean-up Schedule**

Don't Trash Nevada Clean-ups

Date	Agency	Event Name	Location	Nature of Event	Agency Contact
2006					
6/25/2006	USF&W	Washington/Decatur lot	Washington and Decatur NW corner	NDF clean-up	Linda Miller
July or August	NPS	Eco-Dive	Placer Cove	Land based compliment to eco dive	Nancy Bernard
9/30/2006	NPS	Messaging Campaign roll-out and National Public Lands Day clean-up event	TBD	A roll-out for the messaging campaign with a volunteer event and on National Public Lands Day	Nancy Bernard
10/21/2006	BLM	Upper Las Vegas Wash-Conservation Transfer Area	Very Large area-Clean-up site TBD	Don't Trash Nevada Clean-up	Lisa Christianson
Nov-06	USFW (NDF CREW)	Corn Creek access road	Corn Creek Rd.	Roadside clean-up	Linda Miller
12/2/2006	BLM	Mesquite Clean-up	Mesquite-Exact location TBD	A smaller community based clean-up of an area originally suggested by Don Miller	Lisa Christianson
2007					
2/17/2006	NPS	Stewarts point clean-up	Stewarts point in the Overton Arm	Beach clean-up	Nancy Bernard