

12-31-2006

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

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### Repository Citation

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## **QUARTERLY PROGRESS REPORT**

**University of Nevada, Las Vegas  
Period Ending December 31, 2006**

**Cooperative Agreement Number FAA010017  
Take Pride in America in Southern Nevada**

### **Executive Summary**

- Don't Trash Nevada roll-out event held on October 12, 2006.
- Program website launched.
- 74 people have taken the on-line anti-litter and dumping pledge.
- Public-private partnership with Republic Services of Southern Nevada generated \$11,917.97 in donations to Don't Trash Nevada.
- Conducted 3 volunteer and 1 alternative workforce clean-ups this quarter.
- Fulfilled deliverable of 12 clean-ups for 2006 (9 volunteer / 3 alternative workforce).
- 16 volunteer clean-ups scheduled for 2007.
- Two tons of agency-generated paper recycled this quarter, saving 14,000 gallons of water, 34 trees, and almost 8 cubic yards of landfill space.
- Phase I judicial analysis draft report completed and submitted to the Law Enforcement Team for review and comment.

### **Summary of Attachments**

- Meeting Agendas and Minutes
- Roll-Out Event Photographs
- Sample Media Coverage of Roll-Out Event
- Media Buy Summary
- Don't Trash Nevada
- Anti-Litter and Dumping Pledge
- 2007 Volunteer Clean-Up Events

### **Collaboration with Interagency Teams**

This quarter, the Interagency Anti-Litter Team met two times, on November 8, 2006, and December 13, 2006 (*see attached agendas and minutes*). The October meeting was replaced by planning sessions for the program roll-out event held on October 12, 2006. 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 improve the collaborative process with other interagency teams. On December 12, 2006, Project Manager Doug Joslin attended a meeting with the team and SNAP Executive Director Jennifer Haley to discuss possible improvements to

the planning and implementation of interagency public events. A review and analysis of the Anti-litter Team's recent experience with the Don't Trash Nevada roll-out event was a key topic.

### **Task 1: Strategic Planning and Project Management**

The team continues to draft the 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.

The interagency team implemented one immediate option for increased recycling through a partnership with the Abitibi Paper Retriever® Program, and two recycling dumpsters are in use at the National Park Service warehouse in Boulder City. As of December 31, 2006, the NPS had recycled almost two tons of paper, saving 14,000 gallons of water, 34 trees, and almost 8 cubic yards of landfill space. The team has continued to pursue placing additional recycling dumpsters at the Interagency Building in Las Vegas but, to date, has encountered difficulties in securing an affirmative decision from appropriate levels of agency management. These efforts will continue in the next quarter.

### **Task 2: Messaging Campaign**

On October 12, 2006, the Anti-Litter Team held a very successful roll-out event (*see attached photographs*) for the Don't Trash Nevada messaging campaign. The Southern Nevada Agency Partnership, the Public Lands Institute, Nevada Senator John Ensign, community partners, and volunteers also participated in the event, which included an area-wide clean-up. The messaging campaign includes television, newspaper, billboard, radio, and other media products.

The main goals of the campaign are to educate residents and visitors about the problems and costs associated with litter and desert dumping, and, more important, to encourage prevention. The roll-out event was covered by local television stations KLAS-TV, KVBC-TV, and KVVU-TV. Each station provided news coverage for the event. Select stations also produced stories about illegal dumping that aired around the time of the event (*see attached examples*). Republic Services of Southern Nevada sponsored a barbecue for the participants through an in-kind donation of \$1,900 secured by Project Manager Doug Joslin.

The team continues to work on the campaign plan to maintain the momentum. A modification to the task agreement is currently under review by the Bureau of Land Management, which will allocate more resources to the messaging campaign.

Another element of the messaging campaign plan currently being pursued by the team is public-private partnerships. Project Manager Doug Joslin is currently working with Republic Services of Southern Nevada (RSSN) and Forever Resorts. Republic Services has agreed to collaborate

with Don't Trash Nevada to extend the campaign's reach by purchasing \$10,000 of print ads that highlight available services that can reduce illegal dumping. For example, many people do not know that a RSSN customer can use transfer stations at no charge for disposing of large or bulky items. Promoting this fact can help reduce illegal dumping by making customers aware of legal disposal options. Other examples of services that can be promoted through this partnership include household hazardous waste collection, landfill usage, curbside collection options, and e-waste recycling.

Forever Resorts is currently in discussions with the Anti-Litter Team to help publicize the Don't Trash Nevada campaign through the use of promotional materials made available to their customers at Lake Mead National Recreation Area concessions. For example, trash bags provided to boaters can bear the Don't Trash Nevada logo, written materials could feature the logo, and signage might highlight the overall campaign. These options are currently being pursued, and discussions will resume in January 2007.

**SUMMARY OF EVENTS LEADING TO CAMPAIGN LAUNCH AND MEDIA BUY**

<b>Milestone</b>	<b>Date</b>
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
Roll-out event	October 12, 2006
Media buy plan implemented	October 2006-March 2007

Media Buys

The media buys for the campaign began on October 13, 2006, with initial placements occurring between October and December 2006. In the first stage of the plan, advertisements were placed in local newspapers (both English-language and Spanish-language), on Spanish radio, on billboards, and in movie theaters. A second media run is planned for January-March 2007 (*see attached summary*). The Anti-Litter Team hopes to complete the Republic Services collaboration in time to place print ads in early 2007.

Program Website

The Don't Trash Nevada official website ([www.donttrashnevada.org](http://www.donttrashnevada.org)) was launched on October 12, 2006, to coincide with the roll-out event. The site has been well received and includes information related to illegal dumping and litter prevention. Data for the period October 12-December 14, 2006, indicate 46,156 successful server requests have been executed, and 3,173 successful page requests were processed. These data will be tracked going forward and described in future reports.

A special feature of the website is an anti-litter pledge (*see attached*). The pledge allows site visitors to take a proactive step in showing their support for clean public lands. Since October, 74 people have signed the on-line pledge. This is a remarkable statistic given that no separate marketing of the pledge has been done. People who take the pledge are sent a thank you card, a Don't Trash Nevada lapel pin, and a trash bag bearing the Don't Trash Nevada logo and website address, to further encourage campaign visibility and outreach.

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

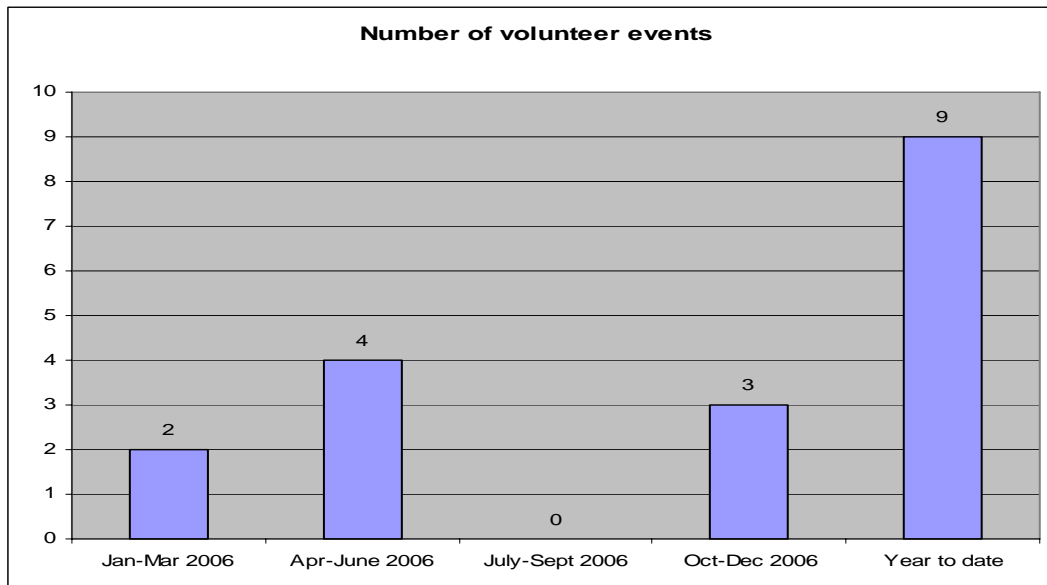
Twelve clean-up events were held in 2006, which led to the removal of 348 cubic yards of waste from Southern Nevada public lands and involved more than 600 people. Of these events, four were held during the past quarter.

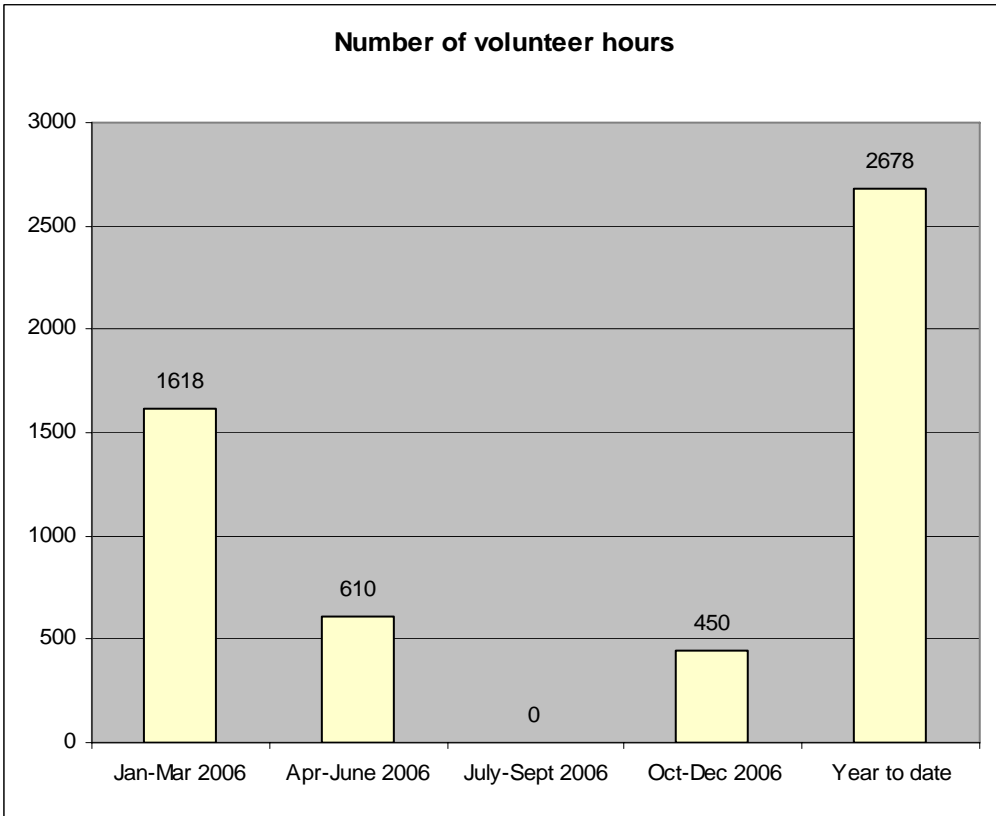
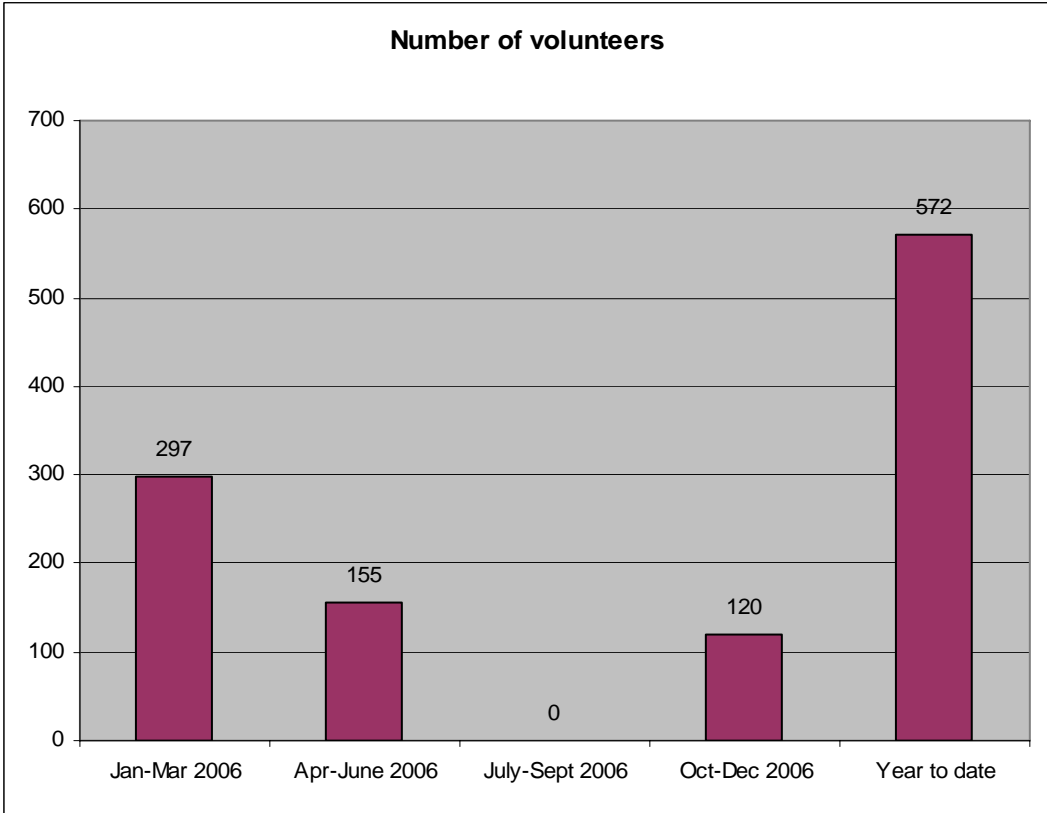
#### Volunteer Clean-Up Events

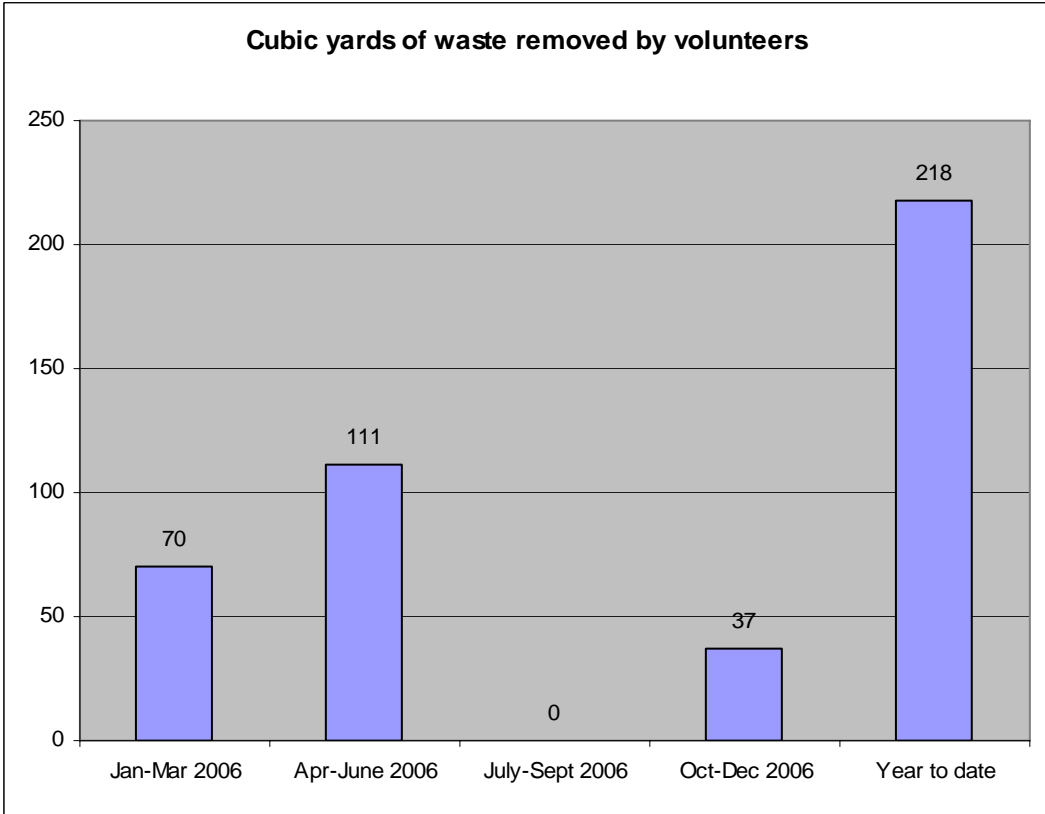
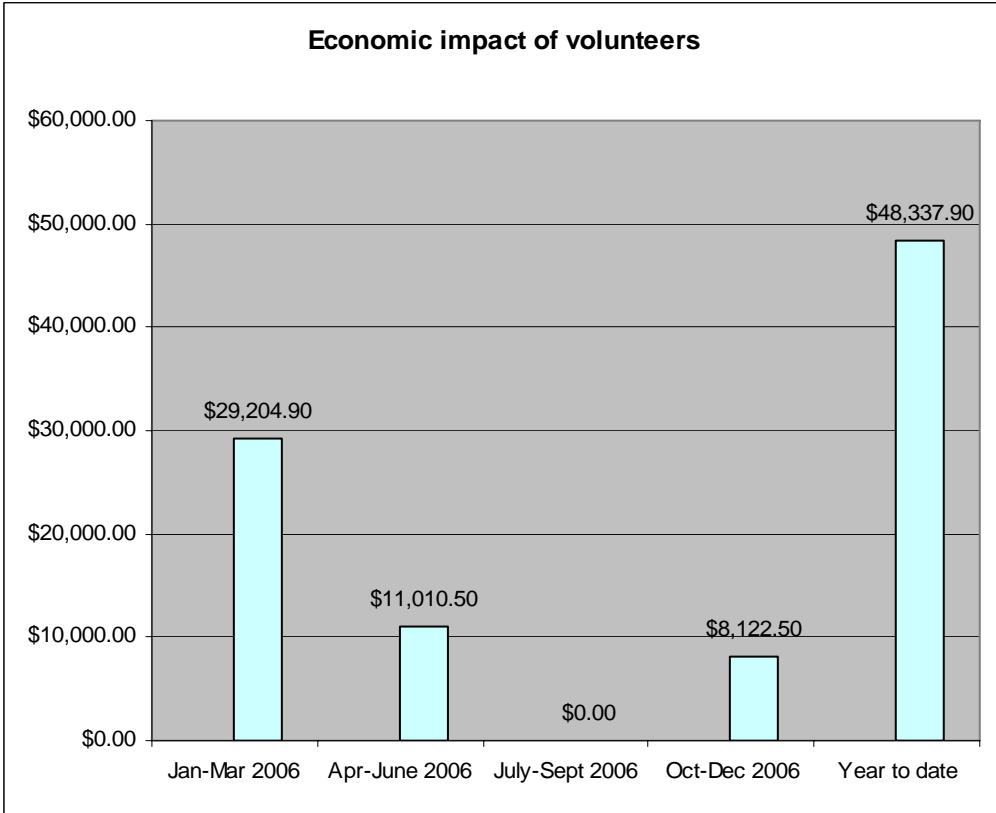
The Interagency Anti-Litter Team completed three volunteer clean-ups this quarter:

- October 12, 2006 – A volunteer clean-up event was held during the messaging campaign roll-out. Twenty volunteers worked for 2.5 hours cleaning up an area of the Rainbow Gardens ACEC and removing 25 cubic yards of waste.
- November 15 and December 7, 2006 – The Interagency Anti-Litter Team supported the Bailey Middle School clean-up of the Great Unconformity, a site located on BLM land in northeast Las Vegas. Fifty students at each event removed, respectively, 5 cubic yards and 7 cubic yards of trash that accumulates around this popular littering site. The Anti-Litter Team has made a commitment to support the school's monthly clean-ups at this site and is pursuing efforts to have the school registered as a Take Pride in America School.

According to the Point of Light Foundation, which provides data for calculating the economic impact of volunteers, Anti-Litter Team events to date have had an economic impact exceeding \$48,000.00 (*see charts below and next page*)

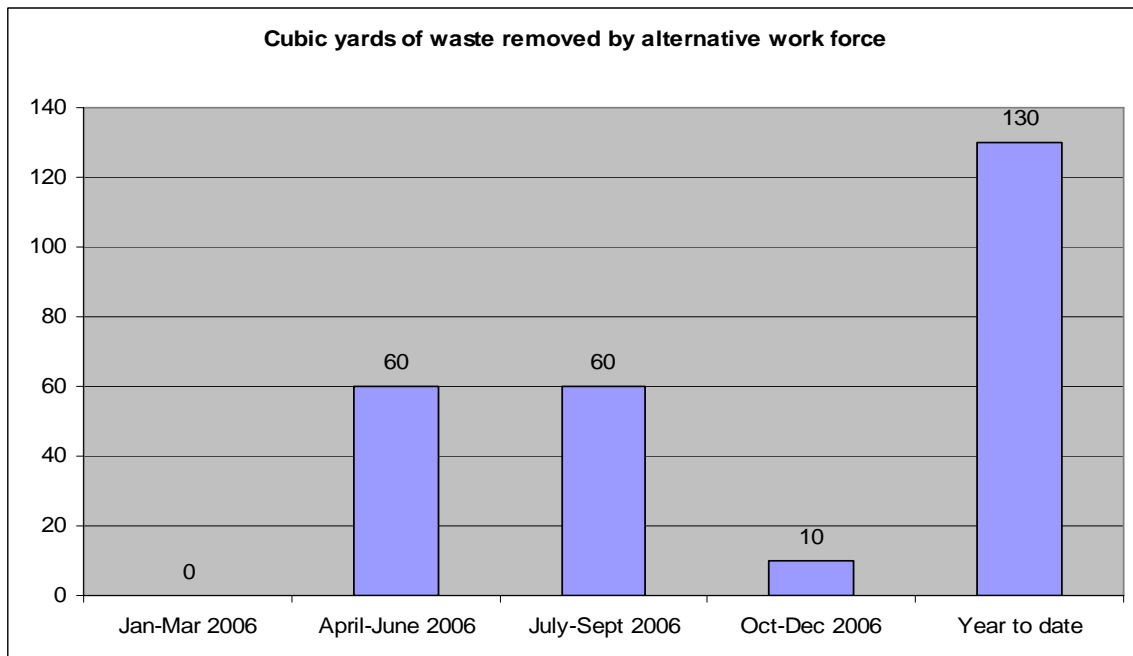
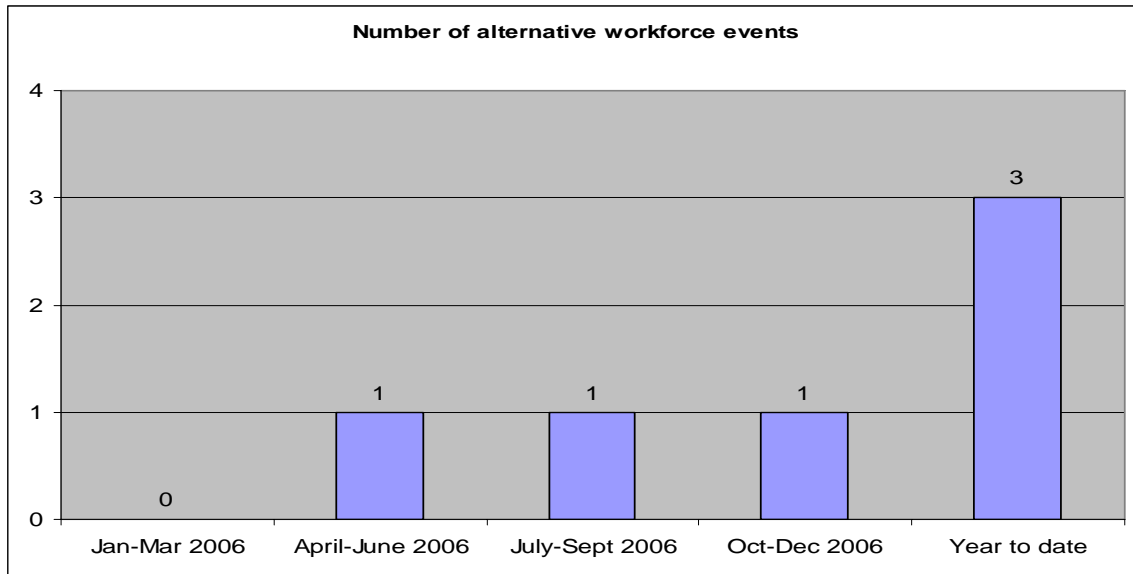






### Alternative Work Force Clean-Up Events

The Anti-Litter Team completed one alternative workforce clean-up this quarter. A 12-person work crew from the Nevada Division of Forestry's Indian Springs Conservation Camp removed 10 cubic yards of waste from the Corn Creek access road on November 13, 2006. This road leads to the Corn Creek Station located on the Desert National Wildlife Refuge. This marks the third time in 2006 the Anti-Litter Team has worked on a project with the Nevada Division of Forestry to comply with the task agreement deliverable calling for alternative work force clean-ups.






Future Events

In calendar year 2007, the Interagency Anti-Litter Team will make every effort to exceed its goal of 12 clean-ups during Year 3 of the task agreement (*see attached schedule*). The team is constantly refining and improving the planning and implementation of events. To assist in this endeavor, partnerships with the Interagency Volunteer Team are being discussed as well as meaningful collaborations with the Interagency Restoration Team and the Interagency Law Enforcement Team. The team has also begun scheduling additional alternative work force clean-ups, and three sites have tentatively been identified. Site visits with NDF supervisors are planned for January 2007.

**Task 4: Judicial System Analysis**

A draft of the judicial analysis was forwarded in September 2007 to members of the Law Enforcement Team for its review. The LE Team reviewed the document and shared concerns with the Anti-Litter Team on October 27, 2006. Initial feedback concerning the report centered on possible redundancy of efforts between the Law Enforcement Team's deliverables and the Anti-Litter Team's deliverables. A concern regarding interpretations of some statutes as they appear in the draft report was also raised by the LE Team. The Anti-Litter Team discussed these concerns with SNAP Executive Director Jennifer Haley, who suggested a joint meeting to review the concerns and recommend a course of action. To date, efforts to secure a meeting date and time have been unsuccessful, but a meeting date in January 2007 is currently being pursued.

Submitted by:

  
\_\_\_\_\_  
Margaret N. Rees, Principal Investigator

December 31, 2006  
Date

# **Meeting Agendas and Minutes**

# AGENDA

## Anti Litter Team Meeting “THE A-TEAM”

**Date:** November 8, 2006  
**Time:** 9:00am – 3:00pm (only if needed)  
**Location:** National Park Service Alan Bible Visitors Center  
**Meeting called by:** Lisa Christianson and Douglas Joslin

### Please bring:

Time	Topic, description, and desired outcome(s)
9:00-9:05	Greetings
9:05-9:30	<b>Expanded team meeting time and review of locations</b> The team supported the expanded time but we do need to discuss new meeting norms for the new time frame. Lunch, breaks, cell phone usage, missing meetings, etc. should be clarified, especially lunch! The team will also review upcoming meeting locations and confirm room availability for the new time at the locations selected. <b>Desired Outcome:</b> <ol style="list-style-type: none"><li>1. Discuss group expectations for new meeting time set 2007 meeting locations</li></ol>
9:30-10:00	<b>Updates</b> A chance for the team to update other team members on matters affecting the team. Doug will have updates on: Don't Trash Nevada Website Clean-ups November 13 <sup>th</sup> NDF crew at Corn Creek BLM clean-up in Mesquite for December? Who has numbers and paperwork from roll-out? Numbers from DTN site Amount of waste collected by team events Great Unconformity team support Ad inappropriate? Republic project  <b>Desired Outcome:</b> <ol style="list-style-type: none"><li>1. <b>BRIEFLY</b> keep all up to speed</li></ol>
10:00-10:30	<b>Clean-ups</b> Doug Joslin Deliverables indicate 12 per year. As of November 3, 2006 we have completed 9 clean-ups. We have done: <ol style="list-style-type: none"><li>1. 7 Volunteer Clean-ups<ul style="list-style-type: none"><li>• 5 NPS</li></ul></li></ol>

- 1 USFW
  - 1 BLM
2. 2 NDF Clean-ups
- 2 USFW

We are 2 behind the pace (using calendar year) as we had only one planned in July/August which was cancelled due to weather and the September/October plans being influenced by the roll-out. We need to decide what to do moving forward.

**Desired outcome:**

1. How and where to do coming events
2. Currently have a December event and 3 February events in the hopper

10:30-11:00

**TPIA Clean-up**

Doug Joslin

The TPIA national office called and would like to do an event on February 24<sup>th</sup> with us. Some lead people from TPIA will be here for a conference of school principals and would like to do an event featuring schools and highlighting the TPIA schools program. I thought the BLM property at the Great Unconformity would be a great option. Any other ideas?

**Desired outcome:**

1. A plan to work on a Feb 24<sup>th</sup> event with TPIA

11:00-11:15

**Break**

11:15-11:30

**BLM Clean-up between Lake Mead Blvd and Carey Ave.**

Doug Joslin

A Metro Sgt. approached Doug at the roll-out and asked about working on a site that is very near the firing range used by Metro, FBI, ATF, DHS, and about 20 other state and federal agencies. What does the team say about making the site a clean-up project?

**Desired Outcome:**

1. Thoughts and possible plan for litter and dumping team clean-up between Carey and Lake Mead

11:30-12:00

**Round 5 task order**

The round 5 task order has not been completed. The rules and expectations for the nominations and task orders is sometimes confusing. A group discussion to clarify current status, expectations, and plans for completing the task order will be discussed.

**Desired outcome:**

Clarification of, and planning for, the round 5 task order

12:00-1:00

**Lunch?????? Subject to decisions from morning**

1:00-1:30

**Round 6 task order**

The round 6 task order has not been completed. The rules and expectations for the nominations and task orders is sometimes confusing. A group discussion to clarify current status, expectations, and plans for completing the task order will be discussed.

**Desired outcome:**

Clarification of, and planning for, the round task order

1:30-2:00

**Round 7 Nomination and Task Order**

The round 7 nomination was prepared by Lisa Christianson. She will provide a summary of

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	<p>events and lead a facilitated discussion about the nomination and task order</p> <p><b>Desired outcome:</b> Clarification of, and planning for, the round 7 nomination and task order process</p>
2:00-2:20	<p><b>Judicial Analysis</b></p> <p>A draft report was provided to the team and reviewed by the Law Enforcement team. How do we proceed from here?</p> <p><b>Desired outcome:</b> How the team wants to proceed with the Judicial Analysis subtask will be decided</p>
2:20-2:30	<p><b>Charter</b></p> <p>We were near completion of the charter before the roll out. Doug received only a few comments regarding the charter and made corrections accordingly. Is the charter ready for presentation to Jennifer and the Board? Please review the team charter (on GroveSite) prior to the meeting so that we can all approve the version as a final draft.</p> <p><b>Desired outcome:</b> Team approved final draft of the charter and presentation to the board</p>
2:30-3:00	<p><b>Roundtable</b></p> <p>All</p>

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**Additional Instructions:**

Read charter and bring comments

**Anti Litter and Desert Dumping Team  
Meeting Minutes  
“THE A-TEAM”**

November 8, 2006  
9am-3pm  
NPS Alan Bible Visitors  
Center

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

**Attendees:** Lisa Christianson, Doug Joslin, Nancy Bernard, Erick Walker, Linda Miller

**Please read:**

**Please bring:**

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*Minutes*

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**Agenda item:** Expanded team meeting time and review of locations      **Presenter:** Doug Joslin

**Discussion:**

The team discussed the new time and new rules for the team meetings. The following was approved after discussion:

1. NO MOVING DATES OF MEETINGS  
If a member can not make a scheduled meeting an alternate may be designated. That alternate will be vested with all the team powers as defined by the team charter.  
Lunch will be scheduled for each meeting from 11:30-12:30
2. The team discussed the request from the Law Enforcement Team to have Gordon Gilbert attend team meetings. Doug explained what was discussed with Jennifer regarding team members and the fact that Talmadge Magno's position had been eliminated by Bill Dickinson and the Board. The team agreed that Officer Gilbert would be a welcome addition to the team discussions and would ask him to participate as a liaison member.
3. The team set its 2007 meeting dates and times (see attached, GroveSite Calendar, and GroveSite documents page)

**Conclusions:**

Action items	Person responsible	Deadline
✓ Team members to confirm locations for meeting dates hosted by their office	ALL	The sooner the better

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**Agenda item:** Updates **Presenter:** All

**Discussion:**

1. The team heard updates from members with applicable information

**Conclusions:**

Action items	Person responsible	Deadline
✓		
✓		

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**Agenda item:** Jennifer Haley updates **Presenter:** Jennifer Haley

**Discussion:**

Jennifer asked for a few minutes at the team meeting to discuss some new direction from the Board. The following items were discussed:

- The Board would like the team to look into maintaining momentum for the messaging campaign-make it a priority focus of our efforts.
- The Board wants the team to develop a new budget for a messaging campaign that is more robust.
- Find money within the current budget to fund the new budget for the messaging campaign
- Make a SAR for the difference
- The board wants a budget for the messaging campaign that includes line item detail i.e. X billboards \* Y per billboard.
- Assess rounds 4, 5, and 6 and adjust as necessary. i.e. removing tasks or adding clarifications, etc.
- Possible models for our expanded campaign is "Don't be a Dusthole" and "SNWA"
- Jennifer also asked the team to finish the charter ASAP.

**Conclusions:**

The team needs to complete this process by Jan/Feb

Action items	Person responsible	Deadline
✓ Nancy Bernard stated she knew someone that works at the SNWA and could ask about their budget for the watering campaign	Nancy Bernard	12

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**Agenda item:** Charter **Presenter:** Doug Joslin

**Discussion:**

1. Final corrections to the charter were discussed. Doug will make final corrections. Team will present charter to Board during January meeting. Revised Charter will be posted to GroveSite for one last review prior to presentation.

**Conclusions:**

Action items	Person responsible	Deadline
✓ Finalize charter per team suggestions	Doug Joslin	ASAP

**Agenda item:** Clean-ups **Presenter:** Douglas Joslin

**Discussion:**

The following updates were discussed at the team meeting:

1. We will need 2 more clean-ups to meet our calendar year clean-up goal of 12. Doug will try to arrange two more clean-ups by the NDF crews. Possible locations are BLM location approx. one mile east of great unconformity, Jones paintball area, and the northern end of Decatur.
2. The team needs to schedule 12 events for next year. Team agreed to bring a list of clean-up locations to next meeting for discussion and scheduling.

**Conclusions:**

Action items	Person responsible	Deadline
✓ Schedule 1-2 more NDF clean-ups before end of year	Doug Joslin	12/1/06
✓ Bring 3-5 clean-up locations to next meeting	All	12/13/06

**Agenda item:** TPIA Clean-up **Presenter:** Doug Joslin

**Discussion:**

The National TPIA office has called and would like to do a special clean-up with us in February. They would like it to involve a couple local schools and some land in the city limits. There is a big conference in town that week and they really want to showcase our program and TPIA.

**Conclusions:**

The team thought this was a great idea and concluded a clean-up near the great unconformity with Bailey Middle and Hinckley Elementary would be a good idea. Date will be 2/24/07.

Action items	Person responsible	Deadline
✓ Doug to start organizing event.	Doug Joslin	1/1/06
✓		

**Agenda item:** BLM Clean-up between Lake Mead Blvd and Carey Ave. **Presenter:** Doug Joslin

**Discussion:**

Metro approached Doug at the roll-out event and asked if our team could help with a clean-up of BLM property located between Carey and Lake Mead. The Metro firing range is located on Carey and the parcel of land south of the range is in need of a clean-up. The clean-up area is located on the north side of Lake Mead Blvd. just past the Great Unconformity kiosk.

**Conclusions:**



Doug will explore options for a NDF clean-up for the area.

Action items	Person responsible	Deadline
✓ Doug to contact NDF about possible clean-up	Doug	ASAP
✓		
✓		
✓		

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**Agenda item:** Round 5 task order **Presenter:**

**Discussion:**

Tabled

**Conclusions:**

Action items	Person responsible	Deadline
✓		
✓		
✓		
✓		

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**Agenda item:** Round 6 task order **Presenter:**

**Discussion:**

Tabled

**Conclusions:**

Action items	Person responsible	Deadline
✓		
✓		
✓		
✓		

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**Agenda item:** Round 7 Nomination and Task Order **Presenter:** Doug Joslin

**Discussion:**

The round 7 nomination provided to us for review is different from the round 7 nomination submitted by Lisa. Upon review, the current nomination appears to involve BLM but no other agency currently on the TPIA/ISN team. The entire team felt it best to get clarification about this latest version of the round 7 nomination before moving forward.

**Conclusions:**

Action items	Person responsible	Deadline
✓ Lisa will seek clarification about the latest version of the round 7 nomination.	Lisa Christianson	12/13/06
✓		
✓		
✓		

**Agenda item:** Judicial Analysis **Presenter:** Doug Joslin

**Discussion:**

The LE team has reviewed the document and has expressed a few concerns about the accuracy of some of the information. This combined with Jennifer's information regarding the team's focus on messaging, and some team members expressing concern that the TPIA team is not the proper team to be performing a judicial analysis, led to discussions about this task. The team decided that the LE team should be responsible for this task. However, the TPIA team could retain the budget and deliverable but work with the LE team. In this way the LE team could continue to use UNLV resources. This and other options should be discussed in future meetings.

**Conclusions:**

As part of the board direction and concerns about the judicial analysis a reassessment of this task should be undertaken.

Action items	Person responsible	Deadline
✓ Set up meeting with Jennifer and LE team to discuss future of the judicial analysis task.	Doug Joslin	ASAP
✓		
✓		

***Other Information***

**Observers:**

**Resources:**

**Special notes:**

# AGENDA

## Anti Litter Team Meeting

### “THE A-TEAM”

**Date:** December 13, 2006  
**Time:** 9:00am – 3:00pm  
**Location:** USF&W Conference Room, Interagency Office

**Meeting called by:** Lisa Christianson and Douglas Joslin  
**Attendees:** Nancy Bernard  
Linda Miller  
Robbie McAboy  
Erick Walker  
Gordon Gilbert

**Please bring: Clean-up locations for 2007 scheduling, Meeting locations if you have not confirmed for 2007**

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9:00-9:10	<b>Greetings</b> All
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9:20-9:30	<b>Updates</b> All Anyone who has updates of interest to team members may share them during this portion of the agenda.
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9:30-9:45	<b>2007 meeting schedule</b> All  Desired outcome: Review and confirm 2007 team meeting schedule
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9:45-10:00	<b>Round 7 status</b> Lisa Christianson During the November meeting the team reviewed the round 7 nomination. Several questions were raised concerning the current nomination. Lisa volunteered to seek clarification for the team.  Desired outcome: Review current status of round 7 nomination
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10:00-11:30	<b>Schedule 2007 clean-ups to reach 12</b> All  Desired outcome: Schedule 2007 clean-up events
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11:30-12:30	<b>Lunch</b>
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12:30-1:30                    **Changes to budget and task agreement for messaging campaign emphasis**  
All  
The Board would like the team to look into maintaining momentum for the messaging campaign-make it a priority focus of our efforts.  
• The Board wants the team to develop a new budget for a messaging campaign that is more robust.  
• Find money within the current budget to fund the new budget for the messaging campaign  
• Make a SAR for the difference  
• The board wants a budget for the messaging campaign that includes line item detail i.e. X billboards \* Y per billboard.  
• Assess rounds 4, 5, and 6 and adjust as necessary. i.e. removing tasks or adding clarifications, etc.  
• Possible models for our expanded campaign is "Don't be a Dusthole" and "SNWA"

Doug has a summary of "Don't be a Dusthole"  
Nancy had stated she may have a contact at SNWA

Desired outcome:  
Discuss how to provide an entirely new budget recommendation and modification to 3 task agreements in 2 months

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1:30-2:30                    **Round 5 and 6**  
All

The round 5 task order has not been completed. The rules and expectations for the nominations and task orders is sometimes confusing. A group discussion to clarify current status, expectations, and plans for completing the task order will be discussed.

The round 6 task order has not been completed. The rules and expectations for the nominations and task orders is sometimes confusing. A group discussion to clarify current status, expectations, and plans for completing the task order will be discussed.

Removing items and clarifying deliverables is also desired

Desired outcome:  
Clarification of, and planning for, the round 5 and 6 task orders

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2:30-3:00                    **Roundtable**  
All

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**Additional Instructions:**

January meeting is scheduled for **TUESDAY**, January 9, 2006. NOT WEDNESDAY.

# Anti Litter and Desert Dumping Team Meeting Minutes

December 13, 2006

9am-3pm

USFW conference room

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**Meeting called by:** Doug Joslin and Lisa Christianson      **Type of meeting:** Monthly Team Meeting  
**Facilitator:** Doug Joslin      **Note taker:** Doug Joslin  
**Timekeeper:** Doug Joslin

**Attendees:** Nancy Bernard, Linda Miller, Doug Joslin, Lisa Christianson

**Absent:** Erick Walker

**Please read:**

**Please bring:**

## *Minutes*

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**Agenda item:** 2007 meeting schedule      **Presenter:** Doug Joslin

**Discussion:**

2007 meeting schedule was finalized and approved. Schedule is attached to minutes, posted to GroveSite documents section, and added to GroveSite calendar

**Conclusions:**

Action items	Person responsible	Deadline
✓		

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**Agenda item:** Round 7 status      **Presenter:** Lisa Christianson

**Discussion:**

Lisa will continue to look into round 7 status and report to team as information becomes available

**Conclusions:**

Team still has questions concerning anti-litter team involvement with rewritten round 7 task agreement.

Action items	Person responsible	Deadline
✓ Status of anti-litter team in regards to current round 7 nomination	Lisa Christianson	January 9, 2008

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**Agenda item:** Schedule 2007 clean-ups to reach 12      **Presenter:** Doug Joslin

**Discussion:**

Team discussed clean-up schedule for 2007. Tentative schedule is attached. Planning needs to begin as soon as possible for January and February clean-ups. The TPIA event on February 24<sup>th</sup> is very important. Lisa said she would identify a location for the clean-up and Doug will work with Bailey school.

**Conclusions:**

Action items	Person responsible	Deadline
✓ line up site for 2/24/07	Lisa Christianson	ASAP
✓ Discuss take pride school program and clean-up with Bailey MS	Doug Joslin	ASAP
✓ Gass Peak recon	Linda Miller and Doug Joslin	January 12, 2006
✓ Sloan site planning	Robbie McAboy and Doug Joslin	January 12, 2007

**Agenda item:** Changes to budget and task agreement for messaging campaign emphasis      **Presenter:** Doug Joslin

**Discussion:**

Doug updated team about budget status and possible changes. The budget for Don't be a Dusthole was reviewed.

Round 5 funding has been signed and will be coming

Round 6 task agreement needs to be completed by March

Team approved Doug to move forward on draft amendments to budget and round 6 task agreement

Doug will review task agreement process with Tami

**Conclusions:**

Action items	Person responsible	Deadline
✓ Work on possible budget amendments to expand messaging campaign	Doug Joslin	ongoing
✓ Work on Round 6 task agreement	Doug Joslin	ongoing

**Agenda item:** Round 5 and 6      **Presenter:** Doug Joslin

**Discussion:**

Tabled due to lack of time.

However, did discuss during previous agenda item. Round 5 is approved and round 6 task agreement needs to be completed by March 2007.

**Conclusions:**

Action items	Person responsible	Deadline
✓		

***Other Information***

**Observers:**

# **Roll-Out Event Photographs**









**Sample Media Coverage  
of Roll-Out Event**

**Dumping ground**  
**By Launce Rake <lrake@lasvegassun.com>**  
**Las Vegas Sun**  
**September 20, 2006**

Computers. Big-screen and not-so-big televisions. Cell phones and stereos. The detritus of high-tech civilization is piling up in Nevada, and all those gizmos come with a price: They are loaded with potentially toxic materials.

The easiest way to toss electronic components is still to throw them in a trash bin, from which it will ultimately go into a landfill. Some people take computer screens, old televisions and other electronic components out to the desert, where the material becomes impromptu targets for would-be gunslingers.

Local, state and federal officials say that while desert dumping is unusual, any amount is of concern because electronic components routinely contain lead, cadmium, chromium, beryllium, arsenic, mercury and other metals - even the less toxic, but valuable, gold.

Like much of the country, Nevada is just beginning to stress recycling such components. In neighboring California, a new program paid \$29 million to collect almost 61 million pounds of recyclable electronic components last year, according to Lanny Clavecilla, a spokesman for the California Integrated Waste Management Board, a state agency.

Clavecilla said so far this year, the volume of material gathered is up 90 percent. In the California program, a fee of \$6 to \$10 is collected with the sale of computers, televisions and other electronic components. Those fees support a network of collectors and recyclers.

"It's one of the first of its kind," Clavecilla said. In California, it is illegal to dump

electronic components such as televisions or computers into landfills.

John Shegerian, president and co-founder of Los Angeles' Electronic Recyclers LLC, sees opportunity in Nevada and elsewhere for the California e-waste recycling model.

"Electronic waste is the fastest-growing solid waste stream in the world," Shegerian said. It is "an industry created out of the technology revolution, an industry in its infancy."

Shegerian's company and competitors break down electronic components and extract the commodities that can be reused - metals, plastics and glass. They then sell those commodities to equipment manufacturers around the world.

He said that when electronic components go into a landfill, the metals can seep into the ground, water and air supply: "When these components are being used, there's no problem with them. When it gets to a landfill, or gets broken, or disposed of inappropriately, then it becomes a crisis."

In Las Vegas, electronic equipment might even be more omnipresent than in California.

"If today you walked into a casino in Nevada, you are surrounded by electronics," Shegerian said. "Televisions, cameras, slot machines. When you go home you're surrounded; when you go into your office, you're surrounded."

Shegerian, who freely admits he's got an economic interest in the issue, said he'd like Nevada and other states to follow California's lead.

An executive with one of Las Vegas' handful of local electronic recyclers, the Blind Center of Nevada, agreed.

Bob Waldorf, vice president of the Blind Center of Nevada, said his nonprofit agency employs a half-dozen blind people in an operation that last year collected about 160,000 pounds of computers and related electronic equipment in Las Vegas.

The Blind Center works with companies to recycle the material, but Waldorf said just a fraction of the material is being collected.

Most computers, cathode-ray tubes and other equipment are "just being dumped in landfills."

A recycling fee and infrastructure such as the one in California could support more employees at the Blind Center and other companies.

Waldorf said the recovery and recycling of the valuable minerals in electronic materials could be done domestically - for years what recycling has occurred has been exported to Asia - and would support a home-grown industry.

"We definitely could be one of the centers," he said. "The buyers for raw materials are out there."

But it could be tough to pass a law similar to California's. Waldorf said efforts in Nevada's 2005 legislative sessions failed. A few companies, among them industry giant Dell Inc., opposed the recycling fee in California and oppose the exportation of the system to other states.

Caroline Dietz, a spokeswoman for the global computer retailer, said Dell supports recycling and complies with regulations in

place, but opposes new government infrastructure and fees: "In general, Dell supports a policy which makes producers responsible for the recovery and recycling of their own branded products to consumers at no charge."

Practicing what the company preaches, Dell has offered free or low-cost recycling options for its customers for years, Dietz said. Beginning this month, the company will begin accepting any Dell-branded product for recycling regardless of whether a replacement product is purchased, she said.

Those without Dell products still have options, said Kathryn Fergus, Southern Nevada recycling coordinator for the Nevada Division of Environmental Protection. She said the state agency hopes to collect electronic components for recycling later this year or next.

Until then, there are a number of companies and sites where people can recycle. The motivation for taking the extra step, Fergus said, would be helping out schools - which can sometimes reuse older equipment - or protecting the environment.

People can find a list of Clark County recyclers at [www.ndep.nv.gov/recycl/recycle.htm](http://www.ndep.nv.gov/recycl/recycle.htm).

"When you have thousands of computers land-filled, they contain a small amount of contaminants. Thousands can be a problem. We need to get the message out. Contact one of these organizations to see if they can take your computer, printer or fax machine."

Launce Rake can be reached at 259-4127 or at [lrake@lasvegassun.com](mailto:lrake@lasvegassun.com).

Return to the referring page.

Photos: Waste 1 | Waste 2 | Waste 3  
Las Vegas SUN main page

**KLAS-TV**  
**Cleanup Campaign Tackles Dumping Trash in Desert**  
**Oct 11, 2006 07:23 PM PDT**

Sofas, old mattresses, burned out and broken down cars piled up next to the road.

It's hard to miss the piles of junk dumped by the side of the road near Lake Mead or Red Rock.

Everything from old mattresses to burned out, broken down cars, it's quickly becoming more than a nuisance for the federal government.

Between the four federal land management agencies, the Feds spend hundreds of thousands of dollars a year to clean up the junk. But now they are hoping a new campaign will help put a stop to the destruction of our desert.

It's a regular route for hundreds of drivers coming into the valley everyday.

Unfortunately the area on Sunrise Mountain has also become a place where more and more people are dumping their trash.

It goes far beyond broken beer bottles and old tires.

Channel 8 stopped at a spot right off the highway and counted at least six different sofas, an old console TV, a child's basketball hoop and even a baby stroller that didn't seem in bad shape.

It's also a popular place for construction and landscaping companies to dump their debris

for free. There were piles of old carpet, broken cinder blocks and dead trees. Besides being an eye sore, the sites are causing serious damage to plants and animals native to the desert.

"The desert is a very important ecosystem to numerous plants and animals. Some of that are found nowhere else in the world so it's very important that people respect the area and don't dump or litter," Beth Moore of the U.S. Forest Service says.

With thousands of newcomers moving to southern Nevada every month, the government is launching the 'Don't Trash Nevada' campaign to help educate everyone about the importance of the desert.

"It's just the desert - we hear that a lot. So part of our goal is to help change that mindset - to get people to understand. It's not just the desert," Lisa Christianson, Bureau of Land Management, says.

Driving Directions to Volunteer Event: Take I-15 North, exit on Lake Mead Boulevard and drive east for 14 miles. The event will be located on the right-hand side of the road. Signs and parking attendants will guide you to the event grounds.

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# **Media Buy Summary**

Oct-06

Nov-06

Dec-06

Jan-07

Feb-07

Mar-07

**NEWSPAPER**

**LV Review Journal**

4 Col x 10" BW in Business Section & Nevada Section

10/13 & 10/15

2/9, 2/11, 2/16, 2/18, 3/9, 3/11, 3/16, 3/18

Circulation: Daily 199,686; Sunday 219,673;

**In Business Las Vegas**

Junior Page BW (7.5" x 10")

10/13/2006

2/9, 2/16, 3/9, 3/16

Publishes: Friday Circulation: 10,000

**El Tiempo**

Junior Page BW (7.5" x 10")

10/13/2006

2/9, 2/16, 3/9, 3/16

Publishes: Friday Circulation: 50,000

**El Mundo**

Half Page Vertical BW (6.75" x 10.5")

10/14/2006

2/10, 2/17, 3/10, 3/17

Publishes: Saturday Circulation: 35,500

**Radio**

**Spanish Radio**

KWID 101.9 FM - Regional Mex #1 Spanish #2 Gen Mkt

Week of 10/16 & 10/23

Week of 2/5 & 2/12 Week of 3/5 & 3/12

**Metro Networks**

:10 second sponsorship - 65x wk

Week of 10/16 & 10/23

Week of 2/5 & 2/12 Week of 3/5 & 3/12

Metro Networks cover 85% of Las Vegas commercial radio

**Out-Of-Home Advertising**

**Lamar Outdoor**

I-515 (US95) at Russell North Face Tri-Vision

12/20/06-2/19/06

**Cinema Advertising**

Rancho Santa Fe, Sun Coast, Orleans, Sam's Town

11/17-11/30

12/01-12/29




**Don't Trash Nevada  
Anti-Litter and Dumping Pledge**

Don't Trash Nevada - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Home Print Mail

Address http://www.donttrashnevada.org/pledge.htm



**DONT TRASH NEVADA**

Public Lands Institute  
SNAP/SNPLMA

### Take the Pledge

Join us! Take the pledge, then ask ten of your family members or friends to take it too. By acting together, we'll fix the problem together.

Yes, I will take the pledge!

- I pledge to never knowingly litter or dump.
- I promise to use only approved receptacles and/or waste disposal sites.
- I promise to tell others that littering and dumping are not acceptable.
- If I see litter on the ground, I will pick it up and place it in the appropriate container.
- I will volunteer my time, whenever possible, to help with clean-up events.
- I will recycle whenever possible.
- I promise to be a good example to others.

If you want to sign the pledge, please provide your contact information below.

First Name:

Last Name:

Address:

City:

State:

Home

Internet

# **2007 Volunteer Clean-Up Schedule**

2007 Volunteer events

<b>Date</b>	<b>Time</b>	<b>Location</b>	<b>Land</b>	<b>Notes</b>
January 20 <sup>th</sup> or 27 <sup>th</sup>	8am-1pm	Gass Peak	USFW	Small strike team due to terrain and access
January 23 <sup>rd</sup> or 24 <sup>th</sup>	9am-1pm	Great Unconformity	BLM	Regular Bailey Middle School event
February 10 <sup>th</sup>	TBD	Sloan Canyon	BLM	UNLV Law student groups
February 17 <sup>th</sup>	TBD	Stewart's Point (Overton Arm)	NPS	NPS event
February 23 <sup>rd</sup>	9am-1pm	Great Unconformity	BLM	Regular Bailey Middle School event
February 24 <sup>th</sup>	TBD	TBD	TBD	TPIA event with national TPIA office
March 17 <sup>th</sup>	9am	Searchlight to Cottonwood Cove	NPS/BLM	Forever resorts sponsored event
March 22 <sup>nd</sup>	9am-1pm	Great Unconformity	BLM	Regular Bailey Middle School event
April 7 <sup>th</sup>	8am-1pm	End of Decatur	USFW	Continuing clean-up of high use access point
April 17 <sup>th</sup>	9am-1pm	Great Unconformity	BLM	Regular Bailey Middle School event
April 28 <sup>th</sup>	8am-1pm	Placer Cove	NPS	Land based compliment to eco-dive
May 5 <sup>th</sup>	8am-1pm	Paintball area at end of Jones	BLM	Large area needs many volunteers. may be done cooperatively with Clark County
October 27 <sup>th</sup> (Make a Difference Day)	8am-1pm	End of Decatur	USFW/BLM	Continuing clean-up of high use access point