Take Pride in America in Southern Nevada: Quarterly Progress Report, Period Ending April 05, 2007

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April 3, 2007

TO: Lisa Christianson, Air Quality Specialist
   Bureau of Land Management – Project Inspector

FROM: Dr. Margaret N. Rees
       Executive Director, Public Lands Institute

RE: April 5, 2007 Quarterly Report:
    Cooperative Agreement #FAA010017

Enclosed please find the latest quarterly report for the project titled:

• “Take Pride in America in Southern Nevada.”

The enclosed report reflects activities for the period January 1 - April 5, 2007. Project manager Doug Joslin will ensure the report is posted to Grove Site.

If you have any questions after reviewing this report, please do not hesitate to call me at (702) 895-3890.

MNR:sa

Enclosures (1)
Cc: Tami Lucero, SNAP Partnership Specialist
   Electronic cc: Nora Devoe, BLM CESU Research Coordinator
               Doug Joslin, Project Manager
Executive Summary

- Don’t Trash Nevada website traffic increased by 144% over the previous quarter.
- Project Manager Douglas Joslin made a presentation about the Take Pride in America in Southern Nevada program to the Executive Committee on February 7, 2007.
- 20 Don’t Trash Nevada advertisements ran during February and March.
- A billboard has been in place on US95 and Russell Road throughout this quarter.
- Don’t Trash Nevada purchased radio spots on Metro Networks in February and March.
- 137 people have taken the on-line anti-litter and dumping pledge.
- The anti-litter team received a $10,000 dollar donation from Republic Services to expand the messaging campaign.
- Seven volunteer clean-ups took place this quarter.
- A partnership was formed with the Blind Center of Southern Nevada to provide e-waste recycling opportunities.
- More than two tons of agency-generated paper was recycled this quarter.
- Judicial analysis has been completed with only final edits remaining.

Summary of Attachments

- Meeting Agendas and Minutes
- Media Buy Summary
- Anti-Litter and Dumping Pledge
- Sloan Canyon Clean-up, March 2007 (photos)
- Don’t Trash Nevada Billboard (photo)

Collaboration with Interagency Teams

This quarter, the Interagency Anti-Litter Team met three times (January 9, February 14, and March 14, 2007; 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.

The team continues to pursue opportunities to improve the collaborative process with other interagency teams. On February 8, 2007, Project Manager Doug Joslin attended a meeting with
the Interagency Volunteer Team (IVP) to discuss possible partnerships in planning and implementation of clean-up events. The teams discussed the best way to handle requests to partner with other teams or other federal agency groups/committees. The specific issue was a River Mountain Loop Trail Coordination Committee request for Anti-Litter Team support at a planned clean-up event. The IVP and Anti-Litter Teams met with representatives from the Coordination Committee to discuss specific requests. Following the meeting, we developed preliminary guidelines for handling these types of requests. This particular event will be conducted as follows: the IVP Team will promote the event through the IVP web site and the Anti-Litter Team will provide assistance by donating use of the Anti-Litter trailer and equipment for use during the clean-up. The clean-up will be held on April 14, 2007.

On February 7, 2007 Mr. Joslin presented the Don't Trash Nevada program to the Executive Committee by invitation of the SNAP Board. Mr. Joslin provided the Executive Committee with a program overview and progress updates, examples of the messaging campaign and media buy, a list of upcoming events, and clean-up statistics. Mr. Joslin was proud to present the Anti-Litter Team clean-up trailer to the Executive Committee.

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

**Strategic Plan**

The team continues to draft the strategic plan.

**Recycling Efforts**

As noted in previous quarterly reports, Mr. 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 provides information and research on recycling opportunities that could be made available on/in support of public lands. The RAC met three times this quarter and is providing valuable insights regarding the state of recycling in southern Nevada (an ongoing challenge in Clark County, with recycling rates below 20% for the past 10 years). Service providers are few and the travel distance to many of the public land locations hinders recycling service.

The following collaboration with Albitibi-Consolidated was developed as part of a pilot study in support of creating an interagency recycling plan (a task agreement deliverable). Mr. Joslin and the Anti-Litter Team established southern Nevada public lands as a participant in the Abitibi Paper Retriever® program. Participation entailed placement of bright green and yellow containers (Paper Retrievers®) at various public land locations for the collection of recyclable paper materials (e.g., newspaper, magazines, shopping catalogs, office paper, cardboard, mail, etc.). This program is very successful in other parts of the country. Even organizations within areas that provide residential curbside recycling have been successful in raising money through the Abitibi Paper Retriever® program because Abitibi-Consolidated not only provides the bins and collection free-of-charge in an effort to supply their paper mills’ need for recycled content, but also pays their partners for the paper collected within the bins.

Resulting from this effort, the Anti-Litter Team recovered over two tons of paper and cardboard this quarter. This recovery translates into 14,000 gallons of water, 34 trees, and almost 8 cubic yards of landfill space.
Unfortunately, Abitibi-Consolidated announced in January that it would no longer serve Las Vegas due to the poor performance of the program in the area. In spite of paying for collected paper, Abitibi-Consolidated was unable to attain the volume they needed to make the program sustainable. This failure is representative of the challenges to creating successful programs in southern Nevada.

Southern Nevada lacks robust public participation even when provided with a market for recyclables. As such, an attempt to create an interagency plan for recycling is made extremely difficult. The team is currently seeking clarification from the Southern Nevada Agency Partnership board concerning the recycling deliverables of the CESU agreement and nomination.

**Task 2: Messaging Campaign**

This quarter the Anti-Litter Team oversaw the continued implementation of the approved messaging campaign and media buy. In February and March approved advertisements were purchased and run in several area periodicals. Don’t Trash Nevada advertisements ran eight times in various editions of the *Las Vegas Review Journal*. Four advertisements ran in the *In Business* journal during the same timeframe. Eight advertisements ran in two different Spanish language periodicals from February 9, 2007 through March 17, 2007. Don’t Trash Nevada campaign spots were heard on Metro Networks radio stations in February and March. A billboard for Don’t Trash Nevada has been in place at US95 and Russell Rd. since this quarter (see attached photo).

The Anti-Litter Team received a $10,000 donation from Republic Services of Southern Nevada to expand the reach of the campaign. The team and Republic Services are working together to create three advertisements that educate residents about proper waste management options. The advertisements target residents and describe bulk trash collection, curbside options, use of transfer stations, and household hazardous waste collection in the community. The team recognizes that some dumping on our public lands results from residents’ lack of knowledge concerning legal disposal options. This part of the campaign focuses on educating residents to avoid illegal dumping. The Anti-Litter Team is working to sustain its relationship with Republic Services.

The Anti-Litter Team is also working to secure additional partnerships. The team has held a preliminary meeting with Forever Resorts, LLC, a concessionaire at Lake Mead NRA (with many other international locations). Initial proposals seek promotional opportunities for Don’t Trash Nevada using existing resort resources at Lake Mead NRA. For example, addition of the Don’t Trash Nevada logo and messaging to trash bags for boaters, placement of promotional items in guest rooms, and distribution of educational materials to guests. The team will continue to develop this opportunity during the next quarter.

**Program Website**

The Don’t Trash Nevada official web site ([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 of January – March, 2007 indicate 107,953 successful server requests have been executed, and 10,573 successful page requests were processed (see figure 1). This represents a 144% increase in total web traffic over the previous quarter. The web site will continue to be an important component of the messaging campaign. The team is focused on maintaining high traffic levels for the site.
A special feature of the web site is the anti-litter pledge (www.donttrashnevada.org/pledge.htm; see attached). This pledge gives site visitors the opportunity to take a proactive stance in supporting clean public lands. Between January and March 2007, 60 people have taken the pledge. This is a remarkable statistic given that no separate marketing has been done for the pledge program. To further encourage campaign visibility and outreach, 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 web site address.

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

According to the Points of Light Foundation, which provides data for calculating the economic impact of volunteers, Anti-Litter Team events this quarter have had an economic impact exceeding $31,000.00 (see Figures 2-6, below).
Economic impact of volunteers

- April-June 2006: $11,010.50
- July-Sep 2006: $0.00
- Oct-Dec 2006: $8,122.50
- Jan-Mar 2007: $31,786.05
- Previous 12 Months: $50,919.05

Cubic yards of waste removed by volunteers

- April-June 2006: 111
- July-Sep 2006: 0
- Oct-Dec 2006: 37
- Jan-Mar 2007: 85
- Previous 12 Months: 233
If each cubic yard of waste removed by the anti-litter team was stacked on top of each other the stack would reach 1,299 feet high.

![Chart showing waste removal and Stratosphere Tower height]

Figures 2-6: Charts summarizing numbers of volunteers, volunteer hours, economic impact, and waste removed for the last 12-month period total, and by quarter.

Volunteer Clean-Up Events

Seven clean-up events were held this quarter resulting in the removal of 85 cubic yards of waste from southern Nevada public lands by more than 379 participants.

- **January 24, 2007 – Great Unconformity -BLM**
  This clean-up event is held monthly in conjunction with the BLM and the William H. “Bob” Bailey Middle School. Forty-seven students worked for 4 hours to remove 3 cubic yards of litter from this southern Nevada geologic treasure.

  Eight students from a UNLV environmental studies course cleaned a remote area of the Desert National Wildlife Refuge; within 4 hours they removed 5 cubic yards of litter and debris. The team was small due to transportation issues but they made a big difference.

- **February 17, 2007 – Stewart’s Point – Lake Mead NRA – NPS**
  Twenty one volunteers worked for four hours to remove 10 cubic yards of waste, mostly litter from careless fisherman along the bank.
February 23, 2007 – Great Unconformity - BLM
In addition to the ceremony held to recognize the efforts of Bob Bailey Middle School, the Interagency Anti-Litter Team supported the clean-up of the Great Unconformity. Forty-five students removed 4 cubic yards of trash that accumulates around this popular littering site.

March 3, 2007 – Sloan Canyon NCA – BLM
Sixteen volunteers removed twenty cubic yards of trash from a makeshift target range. The volunteers removed washers, dryers, television sets, computers, and hundreds of other items used as targets (see attached photos).

March 17, 2007 – Searchlight to Cottonwood Cove – Lake Mead NRA – NPS
The 2nd Annual Save the Desert Environmental Walk was held in Searchlight. The Anti-Litter Team partnered with other organizations to help clean a 14-mile stretch from Searchlight to Cottonwood Cove. More than 200 volunteers removed forty cubic yards of litter from the roadside.

March 22, 2007 – Great Unconformity - BLM
The Anti-Litter Team supported a clean-up at the Great Unconformity. This event is held monthly in conjunction with the BLM and the Bob Bailey Middle School. Forty-two students worked for 4 hours to remove 3 cubic yards of litter.

Recognition Event
In response to the substantial clean-up and associated educational efforts of the William H. “Bob” Bailey Middle School, Mr. Joslin worked with the staff from the national office of the Take Pride in America Program to obtain national recognition for the group. This effort resulted in the creation of a certificate naming Bob Bailey Middle School as the first “Take Pride School” in southern Nevada. Mr. Joslin and the Anti-Litter Team hosted a special recognition event on February 23, 2007 in which the school’s students, teachers, and administrators were formally recognized by Lisa Young, Assistant Director of Take Pride in America. Dr. Bailey, the school’s namesake, attended the ceremony as a special guest and thanked the students for their dedication and hard work. Recognition is an important factor in maintaining continued participation.

Recycling Event
There is an ever-increasing volume of e-waste (technology-related waste such as computers, printers, and cell phones) dumped on public lands, thus Mr. Joslin opted to involve the Take Pride in America in Southern Nevada Program in an event that is responsive to this problem. The Blind Center of Nevada held an e-waste recycling event on the campus of UNLV (February 10, 2007). The Blind Center of Nevada, in association with Computer-recycler.com, provides high quality, responsible, and professional computer recycling that focuses on assured data privacy, maximization of raw material extraction, and customer satisfaction. For this particular event, the Anti-Litter Team and Mr. Joslin provided planning and promotional support.

Programs such as these are critical to efforts to decrease illegal dumping; when residents have easily accessible, responsible waste-removal options, we will experience less unauthorized
dumping. Mr. Joslin is sustaining the team’s partnership with the Blind Center of Nevada by attending the center’s planning meetings and lending expertise to the organization.

**Alternative Work Force Clean-Up Events**

The Anti-Litter Team continues to work with the Nevada Division of Forestry (NDF). The NDF partnership allows the Anti-Litter Team to utilize prison workers as a clean-up labor force. In 2006, this partnership made it possible for the Anti-Litter Team to perform three additional clean-ups that removed 130 cubic yards of waste from the public lands. Planning for several events to take place in 2007 is underway (see **Future Events**, below).

On January 4, 2007 Mr. Joslin met with representatives from HELP of Southern Nevada (Help), an agency that offers a variety of programs and services to help individuals and families increase their self-sufficiency and become less dependent on government assistance. Mr. Joslin is working to establish a partnership with HELP to increase alternative workforce options for clean-ups on the public lands. HELP administers the Community Alternative Sentencing (CAS) Program which gives court appointed volunteers the opportunity to serve the community, save taxpayers the cost of incarceration, and provide valuable manpower to nonprofits and government agencies. The Anti-Litter Team, UNLV, and HELP are working together to finalize the agreements necessary to establish a working relationship. Once an agreement has been finalized, the Anti-Litter team will have access to another alternative workforce to improve the conditions of our public lands.

**Future Events**

The Anti-Litter Team is constantly refining and improving the planning and implementation of events, and making every effort to exceed its goal of twelve clean-ups specified for Year 3. To assist in this endeavor, partnership and meaningful collaboration with other interagency teams (e.g., Interagency Volunteer Team, Interagency Restoration Team, and Interagency Law Enforcement Team) are being considered and established.

The team has also begun scheduling additional alternative work force clean-ups (see also **Alternative Workforce Clean-up Events**, above); three sites have tentatively been identified. Site visits with NDF supervisors are planned.

**Task 4: Judicial System Analysis**

On October 26, 2006 a draft Judicial System Analysis report was presented to the Interagency Law Enforcement Team for review. Concerns were raised regarding the draft, and the team worked to resolve those issues. On March 12, 2007 the Anti-Litter Team was advised by the SNAP Executive Director, Jennifer Haley, that the report prepared by the Anti-Litter Team met the scope for the Round 4 Project Task Agreement and does not require further revision. Mr. Joslin and the Anti-Litter Team will work to finalize the report by adding an appendix of comments submitted by the Law Enforcement Team followed by final editing.

Submitted by:

Margaret N. Rees, Principal Investigator

Date

March 31, 2007
Meeting Agendas and Minutes
**Anti Litter Team Meeting**

**“THE A-TEAM”**

**Date:** January 9, 2006  
**Time:** 9:00am – 3:00pm  
**Location:** USDA FS Conference Room, Interagency Office

**Meeting called by:** Lisa Christianson and Doug Joslin  
**Attendees:** Gordon Gilbert  
Nancy Bernard  
Linda Miller  
Robbie MacAboy  
Erck Walker

**Please bring:**

<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
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<tbody>
<tr>
<td>9:00-9:10</td>
<td>Good Morning - All</td>
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| 9:10-9:40 | Updates - All  
Anyone who has updates of interest to team members may share them during this portion of the agenda. |
| 9:40-11:30 | Round 4.5, 5 & 6 budgets, task agreements, and nominations  
March is the deadline for submitting budgets-task agreements for round 6. Tam will be at the meeting to take us through this process and explain some funding specifics. |
| 11:30-12:30 | Lunch                               |
| 12:30-1:30 | Help of Southern Nevada  
Help of Southern Nevada is an organization that organizes individuals serving court ordered community service. They can have a workforce available to us within a two week notification. We can also limit who is working on our projects. This is an excellent opportunity to get some work done. Be prepared to discuss your agency requirements for working with HELP |
| 1:30-2:15 | 2/24/07 TPLA event                  |
| 2:15-2:45 | January and February clean-ups  
Discuss those on the schedule for January February to firm up logistics |
| 2:45-3:00 | Roundtable  
All                                |

**Additional Instructions:**
Anti Litter and Desert Dumping
Team Meeting Minutes

Meeting called by: Doug Jostin and Lisa Christianson
Type of meeting: Monthly Team Meeting
Facilitator: Doug Jostin
Timekeeper: Doug Jostin

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

Agenda Item: Round 4, 5, 6, etc.
Presenter: Doug Jostin

Discussion:
Tami Lucero was present to help the team sort out some items related to funding. Discussions focused on round 6 requests. Tami helped the team understand the budget process and work through a process to make a budget request. Tami explained that money must be requested from round 6 by March. The team worked with Tami to execute round 6 money through the UGFW. This satisfies the deadlines for round 6 money, according to Tami. Linda Miller will make the request, Linda will work with Tami.

The team also discussed clarification of Round 4 and 5 but will discuss in more detail in future meetings. The discussions about round 7 still persist. Lisa Christianson will look into the situation. As a reminder the issue is whether the inagency team is the best place for this task. Several team members expressed concern that the round 7 nomination as approved was not what was submitted by the team. In addition, the nomination that was approved was BLM specific as it was read by the team.

Conclusions:

Action Items
✓ Linda Miller to work with Tami on budget request
   Person responsible: Linda Miller
   Deadline: ASAP
✓ Lisa Christianson to get clarification on round 7
   Person responsible: Lisa Christianson
   Deadline: 3/2007

Agenda Item: HELP of Southern Nevada
Presenter: Doug Jostin

Discussion:
Doug has identified a new alternative work force in HELP. HELP is an organization that organizes and monitors people sentenced to community service by the courts. An agency can sign a MOU with HELP and use the community service people as a labor force. Currently, NPS and UNLV use HELP people for projects.

Conclusions:
The team reviewed HELP materials provided by Doug and discussed the pros and cons of using HELP. After discussion all team members approved using HELP for projects as long as the following parameters were observed.

- No one under 18
- No felons
- No violent offenders
- No sex offenders

Nancy Bernard states that the NFD uses these restrictions when working with HELP and said she would forward these to Doug. All members approved moving forward with HELP with UNLV as the cooperating.

<table>
<thead>
<tr>
<th>Action Item</th>
<th>Person responsible</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>✓ Nancy to get Doug HELP language used by Fark</td>
<td>Nancy Bernard</td>
<td>ASAP</td>
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**Agenda Item:**
2/24-07 Take Pride event with Bob Bailey MS

**Presenter:**
Doug Joslin

**Discussion:**
On February 26th the Assistant Director for TFIA will be in town to present Bob Bailey MS with a certificate. Bob Bailey MS is the FIRST TFIA school. Bob Bailey students have cleaned up litter from the Great Unconformity every month since September. They deserve special recognition. Doug has worked with Bob Bailey and feels Lucas to make these events really special.

**Conclusions:**
If you can be there to support the event please be there.

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<tr>
<th>Action Items</th>
<th>Person responsible</th>
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**Agenda Item:**
January and Feb clean-ups

**Presenter:**
Doug Joslin

**Discussion:**
Logistics were firm up for January and February clean-ups.

- Grass will be Linda Miller on USDW helping organize the event for a UNLV Environment Studies Course.
- Crew will meet at UNLV at 10am on January 27th. Doug will transport crew from there.
- Crew will meet USDW staff at the end of Las Vegas. Crew will be led into refuge for clean-up. End time will be 1pm.

- Stewarts Point cancelled due to scheduling conflicts. New date: March 1, 2006
- Stewart's Point processing as planned. Nancy will provide volunteer group. Event posted on UNLV site. Doug to handle logistics. More to follow as event date approaches.

**Conclusions:**

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<th>Action Items</th>
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**Other Information**

Observers:
## 2007 Team Meetings

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<tr>
<th>Meeting Date</th>
<th>Meeting Time</th>
<th>Meeting Host</th>
<th>Conference Room</th>
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<tbody>
<tr>
<td>Tuesday, January 9, 2007</td>
<td>9am-3pm</td>
<td>Forest Service</td>
<td>Interagency Office</td>
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<td>Conference Room</td>
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<tr>
<td>Wednesday, February 14, 2007</td>
<td>9am-3pm</td>
<td>National Park Service</td>
<td>NPS HQ Conference Room</td>
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<tr>
<td>Wednesday, March 14, 2007</td>
<td>9am-3pm</td>
<td>Fish and Wildlife</td>
<td>Interagency Office</td>
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<td>FWS Conference Room</td>
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<tr>
<td>Wednesday, April 11, 2007</td>
<td>9am-3pm</td>
<td>Bureau of Land Management</td>
<td>Interagency Office</td>
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<tr>
<td>Wednesday, May 29, 2007</td>
<td>9am-3pm</td>
<td>National Park Service</td>
<td>NPS HQ Conference Room</td>
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<td>Wednesday, June 13, 2007</td>
<td>9am-3pm</td>
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<td>Conference Room</td>
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<tr>
<td>Wednesday, July 11, 2007</td>
<td>9am-3pm</td>
<td>Fish and Wildlife</td>
<td>Interagency Office</td>
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<td>Wednesday, August 8, 2007</td>
<td>9am-3pm</td>
<td>National Park Service</td>
<td>NPS HQ Conference Room</td>
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<td>Wednesday, September 12, 2007</td>
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<td>Bureau of Land Management</td>
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<td>Wednesday, October 10, 2007</td>
<td>9am-3pm</td>
<td>Fish and Wildlife</td>
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<td>Wednesday, November 14, 2007</td>
<td>9am-3pm</td>
<td>National Park Service</td>
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<td>January 27th</td>
<td>8am-10am</td>
<td>Oasis Peak</td>
<td>USFS</td>
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<td>January 23rd or 24th</td>
<td>8am-10am</td>
<td>Great Unconformity</td>
<td>BLM</td>
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<td>February 17th</td>
<td>TBD</td>
<td>Stewarts Point</td>
<td>NPS</td>
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<tr>
<td>February 24th</td>
<td>8am-10am</td>
<td>Great Unconformity</td>
<td>BLM</td>
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<td>March 3, 2007</td>
<td>10am-5pm</td>
<td>Sloan Canyon</td>
<td>BLM</td>
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<td>March 17th</td>
<td>8am-2pm</td>
<td>Desert Hills to Cottonwood Cove</td>
<td>NPS/BLM</td>
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<td>March 22nd</td>
<td>8am-10am</td>
<td>Great Unconformity</td>
<td>BLM</td>
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<td>April 7th</td>
<td>8am-10am</td>
<td>End of Decatur</td>
<td>USFS</td>
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<td>April 17th</td>
<td>8am-10am</td>
<td>Great Unconformity</td>
<td>BLM</td>
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<td>April 25th</td>
<td>8am-10am</td>
<td>Placer Cove</td>
<td>NPS</td>
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<tr>
<td>May 5th</td>
<td>8am-10am</td>
<td>Paintball area at end of Jones</td>
<td>BLM</td>
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<td>October 27th (Make a Difference Day)</td>
<td>8am-10am</td>
<td>End of Decatur</td>
<td>USFS/BLM</td>
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**AGENDA**

**Anti Litter Team Meeting**  
**THE A-TEAM**

<table>
<thead>
<tr>
<th>Date:</th>
<th>February 14, 2007</th>
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<tbody>
<tr>
<td>Time:</td>
<td>9:00am – 2:00pm</td>
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<tr>
<td>Location:</td>
<td>NFS HQ Conference Room</td>
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**Meeting called by:**  
Lisa Christianson and Douglas Jolin  
Gordon Gilbert  
Nancy Bernard  
Steve Berger  
Robbie McAbey  
Erick Walker

**Please bring:**

| 9:00-8:15   | Greetings - All  |

| 9:15-10:00  | River Mountain Loop Trail - Nancy Bernard  
River Mountain Loop Trail discussed their perspective on a possible partnership for clean-ups. Nancy will discuss that meeting with the team |

| 10:00-11:30 | Discuss modifications to Round 4 and 5 task agreements – All  
There has been a lot of discussion about modifying round 4 and 5 to focus on the messaging campaign and clean-ups. What that should look like and how to get it done will be discussed. |

| 11:30-12:00 | Round 6 nominations – Lisa Christianson  |

| 12:00-1:00  | Lunch |

| 1:00-1:15   | TRA event on February 13, 2007 – Doug  
TRA will be here to present a certificate to Bob Bailey Middle School for being the first TRA School in Nevada. A part-a-party and stage will be ordered to make this event a little bit more special. Kids have been picking up Great Unconformity for several months and have removed a lot of trash. Senator Reid’s Office has even sent the program a letter of appreciation so he is aware of the bill’s efforts. |

| 1:15-2:45   | Updates and discussion  
The sign bike, Roll-offs in high lump areas, Enchanted, upcoming events, HELP of Southern Nevada  
Any and all other discussion items |

| 2:45-3:00   | Roundtable  
All |

**Additional Instructions:**
Anti Litter and Desert Dumping
Team Meeting Minutes

February 14, 2007
8am-6pm
NPS Hq conference room

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

Attendants: Lisa Christianson, Doug Joslin, Steve Berger, Jim Coates, Nancy Bernard, Tami Luderno, Gordon Gilbert, Abiati, Erick Walker

Please read:
Please bring:

Minutes

Agenda Item: River Mountain Loop Trail
Presenter: Nancy Christianson

Discussion:
Nancy and Doug were approached about helping the River Mountain Loop Trail coalition with their clean-up. The land is not one of the four agencies so questions were raised about using DNLMA money to help a clean-up on BOR land. The first issue was the timing and the expectations. We were approached in February about helping in March or April. They didn't have a date set. The expectations were also high. At one point in a meeting the response to a question posed by Nancy Bernard about what we could do to help the coalition with their clean-up the response was "we were hoping you would do it all". Given we have already set our schedule for the spring and most of the fall, and given that the land is BOR, concerns were raised by the team.

In the end we agreed to offer the following for the coming event and work with the coalition in the future.
1. Put event on IVP and Don't Trash Nevada site
2. Offer trailer and tools for event
3. Send people to event contact designated by the coalition
4. Offer that we may be able to help with future event with more notice

Conclusions:

Action Items

Agenda Item: Discuss modifications to Round 4 5 Stair agreements
Presenter: Doug Joslin

Discussion:
The following concerns were discussed about round 4 and 5 stair agreements
Recycling:
The team feels that a deliverable for an interagency recycling program is not realistic. An interagency recycling plan is more difficult for the following reasons:
1. There is no local support. Companies are few and their service areas do not include servicing remote areas. Without local markets the plan would focus on collection internally and not reflect an interagency response.
2. There are significant differences between agencies. Since a comprehensive plan involves service contracts procurement, etc this team is not named in those tasks.

3. A comprehensive recycling plan includes the procurement of recycled products (post-consumer products). This essential step is not currently being pursued at the federal agencies in Southern Nevada. Without this commitment, a recycling plan is not productive.

Pilot litter study:
The CEGU agreement asks this team to oversee the pilot litter study. The anti-litter team has not been involved with this project as an active agent. Members of the team have been involved but not the team as an entity. The CEGU agreement has not been amended to reflect the fact that the FS maintained supervision of the project due largely to ongoing funding issues. The task agreement should have references to the pilot study removed.

Judicial analysis:
This has been the subject of discussion since October 2006. A submitted draft has been approved by the SNAP executive Director Team needs memoliter stating that the Anti-litter team has met this deliverable.

Other clarifications:
The team also discussed other clarifications.

Conclusions:

<table>
<thead>
<tr>
<th>Action Items</th>
<th>Person responsible</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>✅ Tami Lucerno to work with team on these issues and others as they arise</td>
<td>Tami Lucerno and Doug Joslin</td>
<td>ongoing</td>
</tr>
</tbody>
</table>

Agency Item: Round Selection
Presenter: Lisa Christianson

Discussion:
Money will be real tight for round 3. There is not as much land being sold because of the housing slump. Team may want to withhold from round 3.

Conclusions:

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<th>Action Items</th>
<th>Person responsible</th>
<th>Deadline</th>
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Other Information

Observers:

Resources:

Special Notes: Meeting ended early to allow staff to attend a funeral for a coworker's wife.
# AGENDA

## Anti Litter Team Meeting

**"THE A-TEAM"**

- **Date:** March 14, 2007
- **Time:** 9:45am – 1:00pm
- **Location:** USFW conference room, interagency office

**Meeting called by:** Lisa Christianon and Douglas Jolin

**Attendees:**
- Gordan Gilbert
- Nancy Bernard
- Steve Berger
- Robin McCaskey
- Jack Walker

**Please bring:** Your enthusiasm!

<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
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<tbody>
<tr>
<td>9:00-9:15</td>
<td>Greetings - All</td>
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<tr>
<td>9:15-10:30</td>
<td>Discuss modifications to Round 4, 5 and 6 task agreements - All</td>
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<td></td>
<td>Continuous discussions about Round 4 and 5. How to implement Round 5 and 6. May also discuss upcoming Round 6 deadlines and Round 6 PPP. Preliminary analysis changes may also be discussed.</td>
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<tr>
<td>10:15-11:00</td>
<td>Program update - Doug Jolin</td>
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<td>6 clean-up completed 162 tons/50 CY of waste</td>
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<td>TPA Bailey presentation</td>
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<td>Team update</td>
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<td>More clean-ups scheduled for March/May</td>
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<td>Quarterly report due for additions for 2021</td>
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<td>NDP Clean-up locations meetings?</td>
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<td>HELP update</td>
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<td>11:00-12:00</td>
<td>Marketing Campaign continuation</td>
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<td>What do you want to see in the next phase?</td>
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<td>Promotional opportunities?</td>
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<td>Target audience (we have recent immigrants, landscapers, landscapers, C&amp;D)</td>
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<td></td>
<td>Give-aways?</td>
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<tr>
<td>12:00-1:00</td>
<td>Lunch</td>
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<tr>
<td>1:00-1:30</td>
<td>River Mountain Loop Trail - Nancy Bernard</td>
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<td></td>
<td>An update on the clean-up event discussed at last meeting. Posted on N.P. site</td>
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<tr>
<td>1:30-2:00</td>
<td>Upcoming clean-ups - Doug Jolin</td>
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<td>Reschedule USFW April clean-up?</td>
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<td>Plan for Care</td>
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<td>End of season (where is it exactly and how did we do this one done?)</td>
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<tr>
<td>2:00-2:30</td>
<td>Dumpster, roll-off collection - Doug Jolin</td>
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<td>2:45-3:00</td>
<td>Room rent</td>
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**Additional Instructions:**
Anti Litter and Desert Dumping
Team Meeting Minutes
USF&W conference room

March 14, 2007
9am-9pm
Doug Joslin and Lisa Christianson
Type of meeting: Monthly Team Meeting
Doug Joslin
Note taker: Doug Joslin
Doug Joslin
Timekeeper:
Nancy Bernard, Linda Miller, Doug Joslin, Lisa Christianson, Erick Walker, Gordon Gilbert, Jim Cooks

Minutes

Agenda Item: Discuss modifications to Round 4, 5 and 6 task agreements
Presenter: Doug Joslin

Discussion:
We reviewed Round 4 and 5 for more corrections:
Reviewed the document Doug prepared clarifying language and all present agreed with the changes to language.
Nancy suggested FOR replace IF in clean-up line 2 of subtask 2.
Team suggested that some of the subtask 4 money or other monies be used to hire a student worker to help with tasks, raster, registration, studies, etc. — all agreed

Conclusions:
Doug has notes of all changes he will share with Tami to get the changes made.

Action Items

<table>
<thead>
<tr>
<th>Action Items</th>
<th>Person responsible</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>Work with Tami to get agreements corrected</td>
<td>Doug Joslin</td>
<td>ASAP</td>
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</tbody>
</table>

Agenda Item: What do we want from the next phase of the marketing campaign?
Presenter: Doug Joslin

Discussion:
The following ideas were discussed to be included as the messaging campaign moves forward.
1. Posters for Kiosks, etc.
2. More education about proper waste handling
3. Professional help (as agency)
4. 1-900 number for reporting dumping
5. Add to the annual hunting and fishing guides
6. In-field direct mail to certain companies (landscaping, etc.)
   a. use business license lists
   b. use contractors' board lists
7. Include an anti-graffiti message
   a. use the great unconformity as an example
   b. Use petroglyphs for an example
8. Target different groups at different times of the year (i.e. hikers, bikers)
9. Partner with Hobbs
10. Find a spokesperson to pitch message
11. Hit campers and Rivers
12. Use a "chameleon" to target specific groups
13. More TV
14. Bilingual
15. Advertise fines
   a. put violators on the web page
   b. get paper to cover dumpers caught by rangers
16. Point out bad waste management practices by local governments (i.e. when the City of Las Vegas doesn’t recycle)
17. Plastic bag program—promote using reusable bags instead of paper or plastic
18. Ask grocery stores not to sell glass bottles.
19. More door-to-door for promotional give-aways
20. Point out local government enforcement shortcomings at government meetings
21. Wal-Mart partnership
22. Give away Gatorade or Gatorade have someone hand-out rewards when caught handling waste properly
23. Highlight companies that do well
24. Partner with HCA’s new residents/people moving some a lot of crap in the desert
   a. reach out with proper waste management to movers
   b. web, mailers, partnerships with retailers
   c. U-haul could help by distributing materials to renters
   d. New Home owner gift baskets with info about waste management
   e. Put info in homeowner (source of info for new residents)

Conclusions:

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<tr>
<th>Advice Items</th>
<th>Person responsible</th>
<th>Deadline</th>
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Agenda Item: Dumpster/roll-off program

Presenter: Doug Joslin

Discussion:
The task agreement put a lot of money aside for dumpsters, roll-offs, and receptacles. Team members have indicated that they either don’t need additional receptacles or that they already own their own. In light of this the team decided to go directly to staff and get request from the people in the field. As of March we have had zero requests. The team decided to retool the program web site and send out efforts to notify staff of the program. Doug will e-mail and distribute hard copies of the program flyers.

Conclusions:

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<tr>
<th>Advice Items</th>
<th>Person responsible</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>✓ Team members will e-mail and distribute program flyers to fellow employees</td>
<td>All</td>
<td>ASAP</td>
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Other Information

Observers:

Resources:

Special notes: Please distribute flyers
Media Buy Summary
### NEWSPAPER

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Oct-06</th>
<th>Nov-06</th>
<th>Dec-06</th>
<th>Jan-07</th>
<th>Feb-07</th>
<th>Mar-07</th>
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<td>Circulation: Daily 199,686; Sunday 219,673;</td>
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<td><strong>El Tiempo</strong></td>
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<td><strong>Spanish Radio</strong></td>
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<td>KWID 101.9 FM - Regional Mex #1 Spanish # 2 Gen Mkt</td>
<td>Week of 10/16 &amp; 10/23</td>
<td>Week of 2/5 &amp; 2/12</td>
<td>Week of 3/5 &amp; 3/12</td>
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<td><strong>Metro Networks</strong></td>
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<td>:10 second sponsorship - 65x wk</td>
<td>Week of 10/16 &amp; 10/23</td>
<td>Week of 2/5 &amp; 2/12</td>
<td>Week of 3/5 &amp; 3/12</td>
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<td>Metro Networks cover 85% of Las Vegas commercial radio</td>
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<td><strong>Out-Of-Home Advertising</strong></td>
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<td>I-515 (US95) at Russell North Face Tri-Vision</td>
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<td>12/20/06-2/19/06</td>
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<td><strong>Cinema Advertising</strong></td>
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<td>Rancho Santa Fe, Sun Coast, Orleans, Sam's Town</td>
<td>11/17-11/30</td>
<td>12/01-12/29</td>
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Don’t Trash Nevada
Anti-Litter and Dumping 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.
Sloan Canyon Clean-Up
March 3, 2007
Students spread out to remove target shooting trash. If the people who made this mess had been caught, they could have been fined.

Volunteers come in all sizes. Noah is the six-year-old son of a volunteer. He is learning a valuable lesson about stewardship and to pack out what he packs in. It’s a simple lesson not learned by those who trashed this area.
Volunteers take a break after a hard day’s work.
A photograph doesn’t adequately show just how much trash was on site. However, this photograph does give you an idea.

This is the same view after the clean-up.
Don’t Trash Nevada Billboard
Don’t Trash Nevada billboard located at US95 and Russell Road