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Take Pride in America in Southern Nevada: Quarterly Progress Report, Period Covering October 6, 2008 – January 5, 2009

Margaret N. Rees

University of Nevada, Las Vegas, peg.rees@unlv.edu

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QUARTERLY PROGRESS REPORT

University of Nevada, Las Vegas
Period Covering October 6, 2008 – January 5, 2009

Cooperative Agreement Number FAA010017

Take Pride in America in Southern Nevada

Executive Summary

- Douglas Joslin has resigned from his Project Manager position
- Zia Engineering submits draft report
- GIS project meetings lead to preliminary proposal
- HECTOR announced as the winning name in the name the mascot contest
- Five clean-up events conducted this quarter
- Team provides 619 cubic yards of roll-off space for clean-ups

Summary of Attachments

- Meeting Agendas and Minutes
- Name the Mascot contest photos

Resignation of Douglas Joslin

Douglas Joslin, Project Manager for Take Pride in America in Southern Nevada since 2005, has left the Public Lands Institute for another position. Mr. Joslin has been a valued member of the Public Lands Institute and we wish him the best in his new position.

Until a new Project Manager is selected, Dr. Beth Barrie will assist in the ongoing management of the Take Pride in America in Southern Nevada program. Dr. Barrie is the Project Manager for the Interagency Volunteer Team and has been working with Mr. Joslin to help ensure a smooth transition.

Collaboration with Interagency Teams

The Interagency Anti-Litter Team met three times this quarter, on October 22, 2008; November 26, 2008; and December 9, 2008 (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.

Task 1: Strategic Planning and Project Management.

Recycling Efforts

With team approval, the services of Zia Engineering were secured to assist with the development of a recycling plan. Zia Engineering's Project Manager, Richard Hertzberg, has over 25 years experience in the solid waste management field. He has prepared 100 integrated solid waste management plans for clients around the United States. These include projects for such diverse places as the State of Hawaii and County of Hawaii; Waterbury, Connecticut; Dakota County, Minnesota; Clark County, Nevada; Navy bases in San Diego; the County of Los Angeles; and the cities of Long Beach, Santa Monica, West Hollywood, and Redondo Beach in Los Angeles County.

Mr. Hertzberg supplied the team with a draft report of his findings following preliminary research and site visits to all four agency lands. Mr. Hertzberg also met with and spoke with both agency representatives and team members about the state of recycling on the federal lands. The report was reviewed by the team and presented to the Board on October 24, 2008. The Board provided comments and the team is working with the contractor to finalize a Recycling Implementation Strategy for the agencies. The final report will be completed in the next quarter.

GIS Project planning and Management

The team continues to work on plans for a GIS/database project for litter and dumping. This project is proposed as a part of Round 5 and Round 6 "Take Pride in America" project. The project aims to keep the federal lands of the Southern Nevada clean by monitoring local littering and desert dumping, raising awareness in the community, and organizing the volunteers and providing the necessary equipment for clean-ups.

The volume and affect of local litter and desert dumping becomes more and more significant by the continuous growth of the population in Southern Nevada. Littering or dumping can potentially be hazardous to human health and safety, harm animal and plant life, and have a negative impact on the environment in general.

The purpose of this project is to design and implement a data management system which will allow the federal land management agencies of Southern Nevada to monitor local littering and desert dumping, identify heavily littered area in order to develop solutions to prevent littering, optimize the necessary resources (such as number of volunteers, equipment, etc.) for cleaning of a littered area, and to monitor the effectiveness of precautions to prevent and solutions the littering and dumping problem.

The GIS Team met again this quarter with the Take Pride in America in Southern Nevada team on October 6, 2006. Both teams continue to work closely to develop a GIS program. The GIS Team has submitted a proposal to the Anti-Litter Team for a three year project to develop and implement a GIS program. The team will use funds from both rounds 5 and 6 to fund the costs.

Task 2: Messaging Campaign

The phase II media buy was completed in September. The team is currently working on a new phase III campaign.

Program Website

The Don't Trash Nevada official Web site (www.donttrashnevada.org) launched on October 12, 2006. The site includes information related to illegal dumping and litter prevention, clean-up events, recycling, household hazardous waste management, and the anti-litter pledge. Data for the period of October – December 2008 indicate 126,706 successful server requests, and 19,675 successful page requests (See Figure 1 below). The excellent site visitation reflects the efforts to increase traffic to the site as well as the influence of the current messaging campaign.

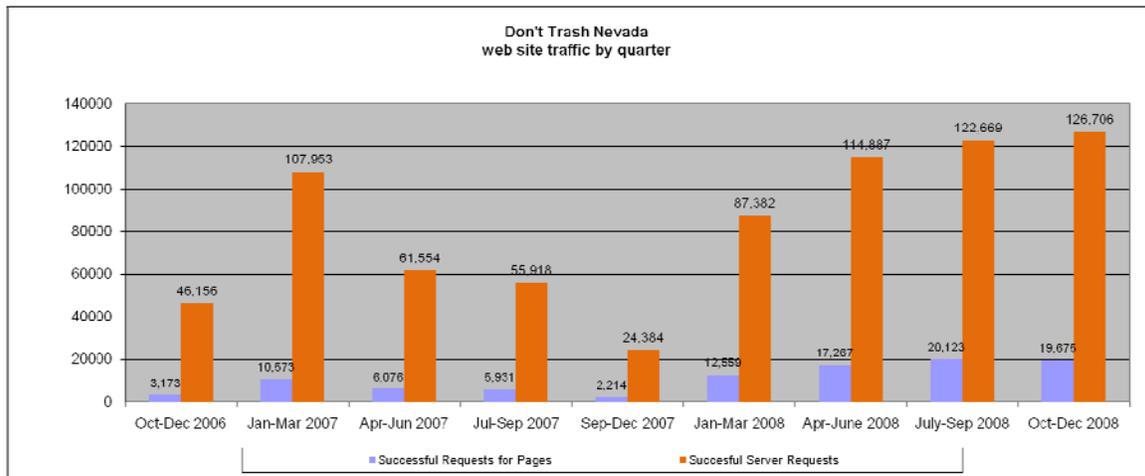


Figure 1 shows Don't Trash Nevada quarterly web traffic since the site went live.

A special feature of the website is the anti-litter pledge (www.donttrashnevada.org/pledge.htm). This pledge gives site visitors the opportunity to take a pro-active stance in supporting clean public lands. Between October and December 2008, 33 people took the pledge. Since the pledge's inception in October 2006, 930 people have taken the pledge. The names of all persons taking the pledge are entered into a spreadsheet for tracking purposes. The pledge is available on the Don't Trash Nevada web page and is available at all public outreach events.

To encourage campaign visibility and outreach, people who take the pledge receive 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 via the mail.

Outreach

Don't Trash Nevada Name The Mascot Contest

The Take Pride in America in Southern Nevada team awarded five students from Southern Nevada prizes for their winning entries in the Don't Trash Nevada Name the Mascot Contest (see attached).

Students at Thomas O'Roarke Elementary School in northwest Las Vegas had the opportunity to join in the celebration to honor two of its students during morning assembly on November 7, 2008. Fifth graders Jacey Canfield and Zachary Lyday, both ten years old, were recognized for submitting winning names in the Don't Trash Nevada Name the Mascot Contest.

Jacey received the grand prize of a Dell Inspiron laptop for her creativity and originality in submitting the winning entry. She named the bighorn sheep "Hector," which stands for *Help Every Child Treasure Our Resources*. As one of the first prize winners, Zachary was awarded an

Apple iPod Nano. Additionally, Principal Fredris Breen and Assistant Principal Brenda Swann received Don't Trash Nevada t-shirts for their school winning two of the five prizes awarded in the contest.

Three other students received first place prizes and were presented iPod Nanos for their effort. Jonathon Stauss and Nina Thew, both students at Las Vegas Day School, were presented with their prizes on November 18, 2008. First prize winner Katie Jensen, a student at Lyal Burkholder Middle School was presented a prize in front of her school newspaper peers on November 19, 2008.

The five winners were selected by the Take Pride in America in Southern Nevada team from 105 entries received. The number of entries was very high given that no promotion other than the web site and informational flyers were employed. The mascot was developed by the team as a method to increase the sites appeal to children and help spread the word about litter and dumping prevention. Hector has a lot of potential in future messaging efforts. Please visit www.dontrashnevada.org to see a video of the grand prize award presentation and a flash movie of the new mascot.

Web Site

The team has expanded its website outreach to include Northern Nevada. In cooperation with Keep Truckee Meadows Beautiful, content about the program was added to the Don't trash Nevada website. Keep Truckee Meadows Beautiful has begun to incorporate the Don't Trash Nevada logo into different advertising and outreach pieces. The use of the logo by approved partners increases awareness by expanding the number of individuals seeing the message for the first time as well as reinforcing the message to those exposed to the message previously.

Task 3: Litter and Desert Dumping Clean-ups

The Take Pride in America in Southern Nevada Team participated in five clean-up events this quarter. The events this quarter have been more focused, compared to recent quarters and the numbers reflect this focus.

A total of 141 volunteers, donated 693 hours to our public lands during five volunteer events. According to the Independent Sector, which provides data for calculating the economic impact of volunteers, the volunteer events this quarter have had an economic impact of \$13,520. (See Figures 2-7 on the next pages).

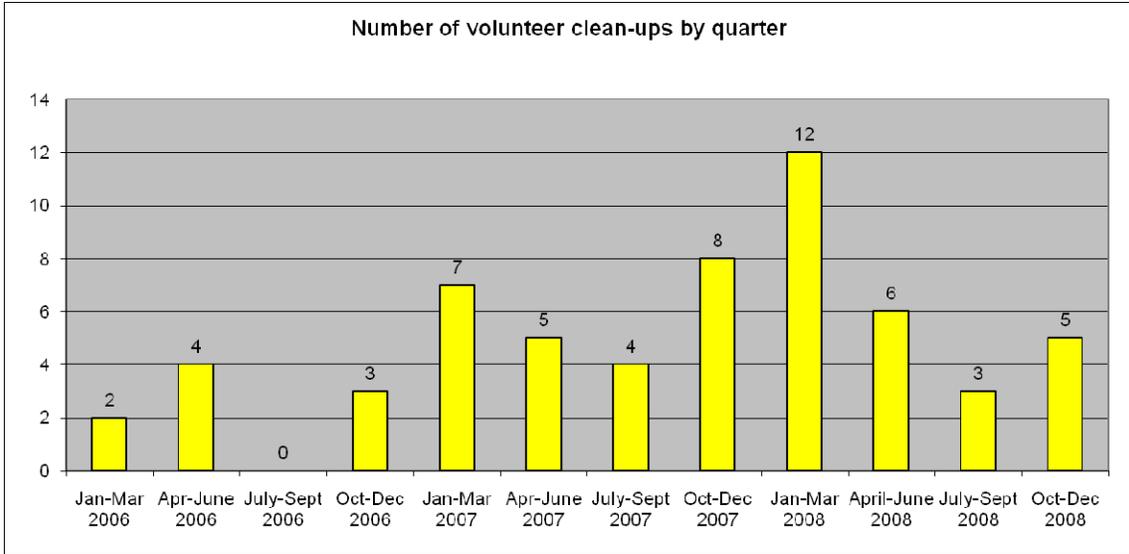


Figure 2 shows the number of events per quarter since program inception.

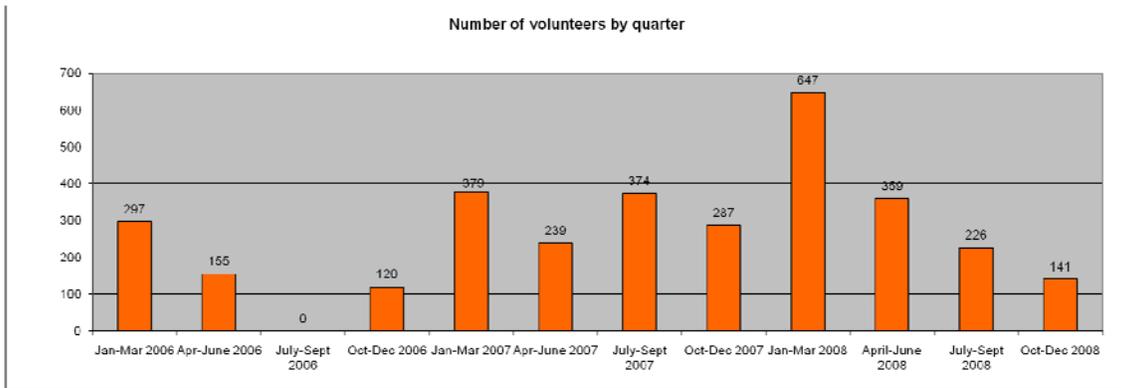


Figure 3 shows the number of volunteers participating in events each quarter since program inception.

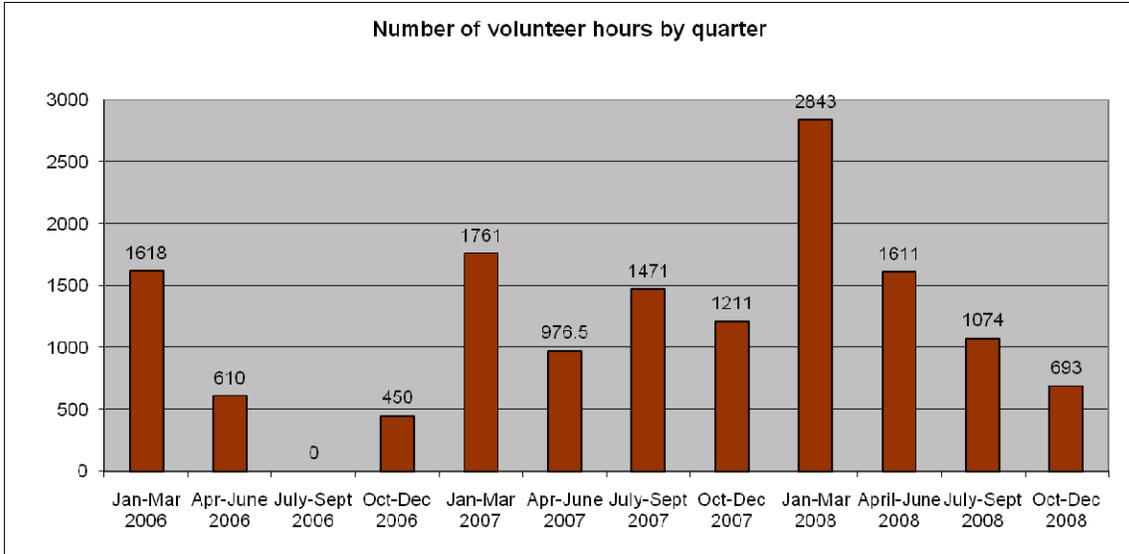


Figure 4 shows volunteer hours contributed each quarter since program inception.

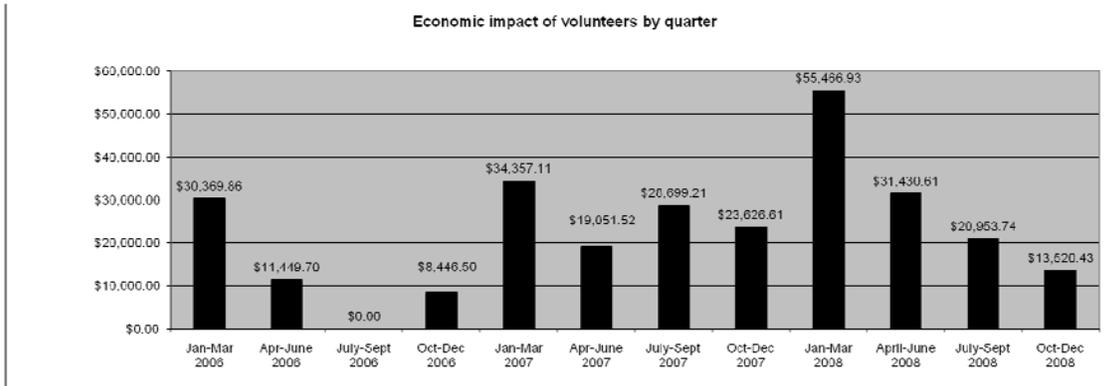


Figure 5 shows the value of volunteer hours since program inception in dollars and cents.

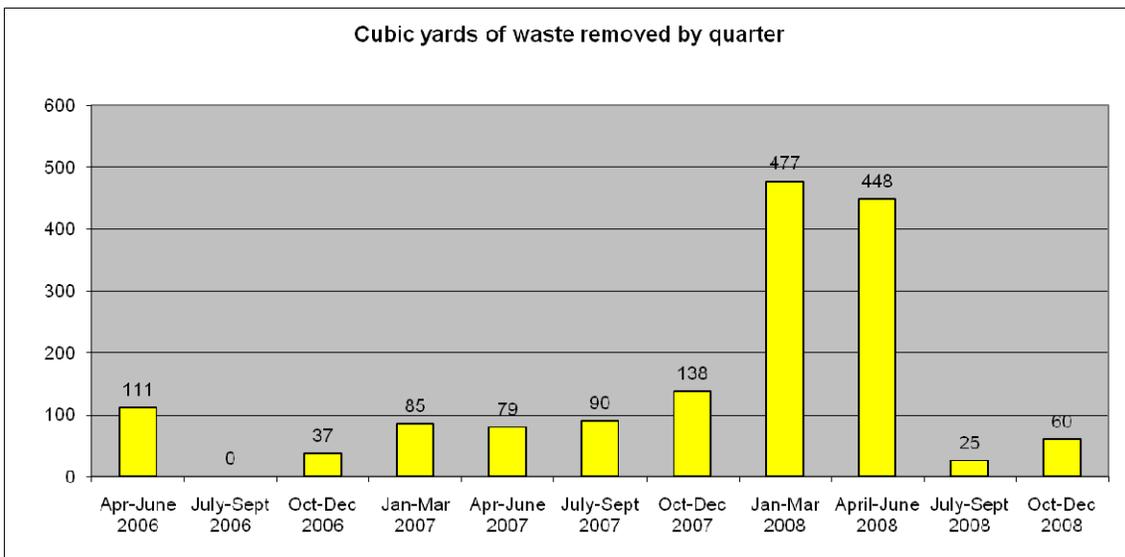
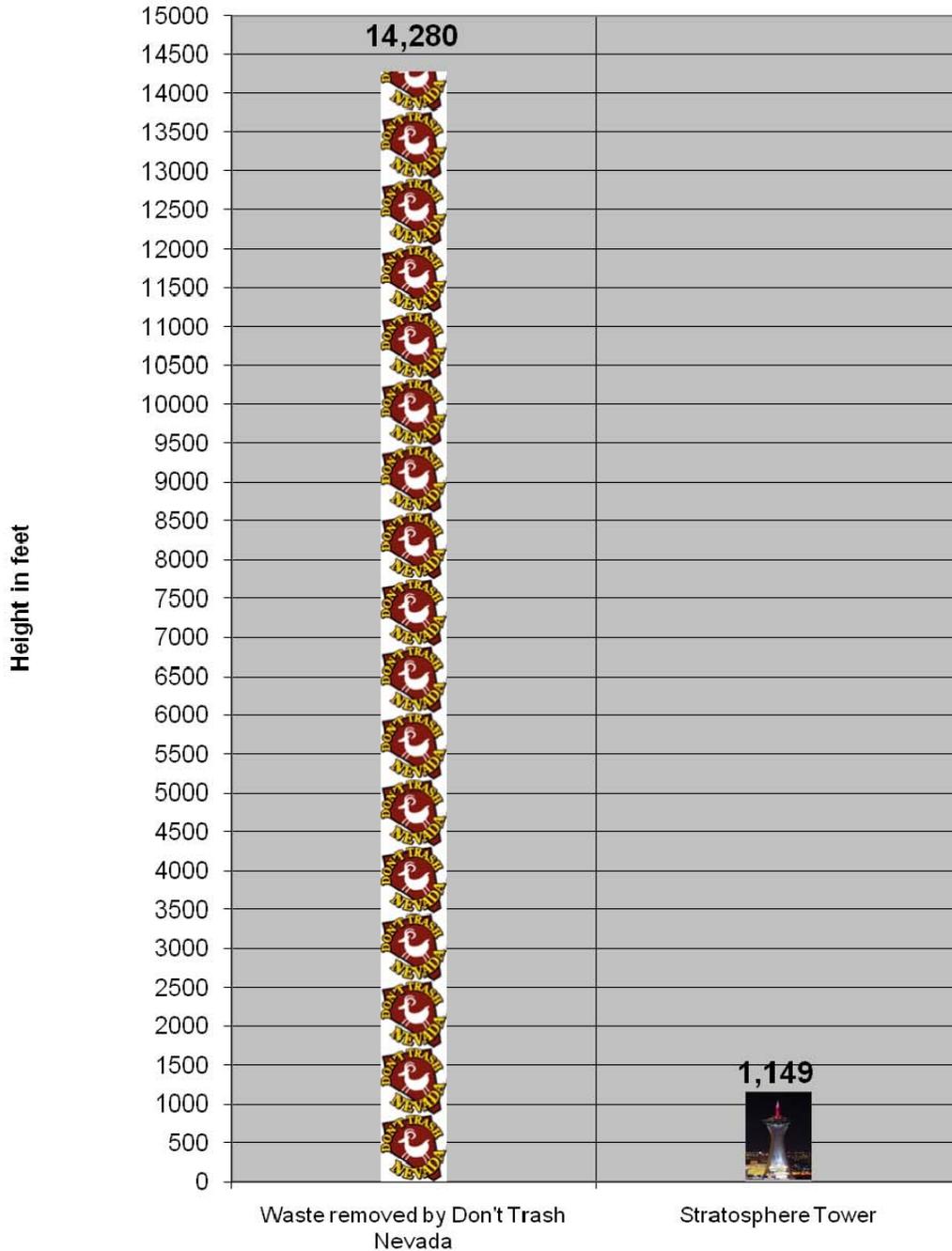


Figure 6 shows the number of cubic yards of waste removed from public lands by volunteers

If each cubic yard of waste removed by the anti-litter team were stacked on top of each other the stack would reach 14,280 feet high



as of December 31, 2008

Figure 7 compares the volume of trash removed from public lands since program inception to a popular monument.

Table 1 below provides totals for the number of events, volunteers, hours, economic impact, and waste removed through the efforts of the Anti-Litter Team since inception.

Number of events	79
Number of volunteers	3224
Number of volunteer hours	14318.5
Economic impact of volunteers	\$277,372.22
Cubic yards of waste removed by volunteers and other supported clean-ups.	3,852
Cubic yards of waste removed by alternative work forces	908

Table 1 summarizes totals for Don't Trash Nevada clean-up efforts since its inception.

Volunteer Clean-Up Events

- **October 11, 2008 – Sunrise Mountain area – BLM**
 This event helped clean-up the much littered road side of Lake Mead Dr. past the Great Unconformity. Twenty-three volunteers donated 115 hours and removed forty cubic yards of road side trash. The law enforcement team assisted with the clean-up to make sure everyone was safe.
- **October 21, 2008 – Bailey Middle School, Great Unconformity Trip – BLM**
 In the third year of the partnership, these clean-ups of the Great Unconformity by Bailey Middle School students help keep this heavily littered site cleaner than it might be otherwise. On this trip 48 students removed seven cubic yards of broken glass, beer bottles and cans, drug paraphernalia, and used condoms.
- **October 25, 2008 – Laughlin – NPS**
 Take Pride in America in Southern Nevada ventured to Laughlin and the Davis Dam area to help clean-up a site. Twelve student volunteers from UNLV donated 60 hours and removed three cubic yards from an area of archeological significance.
- **October 25, 2008 – Crawdad/Boxcar – NPS**
 Twelve volunteers donated 48 hours to remove four cubic yards of litter from this area on the shore of Lake Mead.
- **November 24, 2008 – Bailey Middle School, Great Unconformity Trip – BLM**
 Forty-six Bailey Middle School students donated 230 hours and removed six cubic yards of broken glass, beer bottles and cans, drug paraphernalia, and used condoms.

Additional Dumpsters and Roll-off

In this quarter, the Bureau of Land Management requested 619 cubic yards of roll-off space. The BLM clean-up projects made possible by the Take Pride in America in Southern Nevada's roll-

offs resulted in the removal of 585 cubic yards of waste. The requests were for six different clean-up projects organized by the BLM.

Alternative Work Force Clean-Up Events

No alternative work force events were conducted this quarter.

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. The Judicial Analysis was determined to be complete by the SNAP Executive Director on February 23, 2007. The Executive Director requested that the Law Enforcement Team provide written comments to include within the Judicial Analysis. Once these comments are incorporated into the report, it will be submitted in compliance with the task agreement.

Submitted by:


[Redacted Signature]
Margaret N. Rees, Principal Investigator

January 5, 2009
Date

Meeting Agendas and Minutes

AGENDA

Anti Litter Team Meeting

“THE A-TEAM”

Date: October 24, 2008
Time: 9:00am – 12:00pm
Location: Interagency Office, BLM Conference Room

Meeting called by: Erika Schumacher and Douglas Joslin
Attendees: Gordon Gilbert (in training) Amy Sprunger
Nancy Bernard Bob Loudon

Please bring:

9:00-9:15 Updates
Any updates or questions should be discussed here
All

9:15-9:30 2009 Meeting dates and locations
A list of dates keeping with our current schedule is attached. Please review and be prepared to discuss 2009 meetings, including changes in date/time/location/frequency.

9:30-10:30 SNAP Board presentation
We have a presentation to the SNAP Board on Friday. Please be prepared to discuss the following:

- The Board is aware of the team work plan to implement Round 6 and provides guidance and feedback.
- The Board is provided an update on the Interagency Recycling Program and provides feedback and guidance
- The Board is aware of the proposed changes in PLI support for IVP and Anti-Litter Team and provides feedback and guidance. (This topic has been cancelled)

10:30-11:00 Contest update
Discuss the Name the Mascot Contest and choose finalist.

11:00-11:30 Recycling Plan
Zia submitted a partial plan for review and discussion. Erika will present this to the team for discussion. This is one of the topics for the board on Friday.

11:30-12:00 GIS Proposal
A proposal for R6 has been submitted by the GIS team lead. Please review and be prepared to discuss.

October 24, 2008

9:00am

IAO

Anti Litter and Desert Dumping Team Meeting Minutes

Meeting called by: Erika Schumacher and Doug Joslin Type of meeting: Regular Monthly

Facilitator: Doug Joslin Note taker: Doug Joslin

Timekeeper: Doug Joslin

Attendees: Nancy Bernard, Bob Loudon, Ericka Schumacher, Amy Sprunger
Invited Guests:

Please read:

Please bring:

Minutes

Agenda item: 2009 Meeting dates and locations Presenter: Doug Joslin

Discussion:

Team will take 2009 schedule back to offices and schedule conference rooms for the dates their agency is hosting.

Conclusions:

Action items	Person responsible	Deadline
Team members to e-mail Doug with location for their dates by November 15, 2008.	All	11/15/08

Agenda item: SNAP Board presentation Presenter: Doug Joslin

Discussion:

Team discussed the upcoming meeting and briefed members on the agenda.

Conclusions:

Action items	Person responsible	Deadline
✓		

Agenda item: Contest update Presenter: Doug

Discussion:

Team discussed the successes of the process and decided the flyers worked if the principals support the idea. Boulder City had good response because of support. In the future contest should use advertising to promote and drive entries. Over 100 entries was considered a good effort by all. Next time ask for some information to help further define where and what it is a success i.e. school, town, etc. (get this info with entry)

Conclusions:

Action items	Person responsible	Deadline
✓		
✓		

Agenda item: GIS **Presenter:** Doug and Richard Hertzberg

Discussion:

Asked team to review GIS plan and respond with comments.

Conclusions:

Action items	Person responsible	Deadline
✓ Team to give comments about GIS proposal	All	11/7/08
✓		

AGENDA

Anti Litter Team Meeting

“THE A-TEAM”

Date: November 26, 2008
Time: 9:00am – 12:00pm
Location: Interagency Office, BLM Conference Room

Meeting called by: Erika Schumacher and Douglas Joslin
Attendees: Gordon Gilbert (in training) Amy Sprunger
Nancy Bernard Bob Loudon

Please bring:

9:00-9:15 Updates
Any updates or questions should be discussed here. A big thank you from me to you for the recognition at the banquet. It was very much appreciated.
We will also view a training video as an example of some things I have been working on.
Pahrump???
All

9:15-9:30 Budget update
Doug has an updated tracking budget as of 10-31-08. We will share and discuss. The summary spreadsheet will be provided at the meeting.

9:30-10:00 SNAP Board presentation

- The team made a presentation to the Snap Board on 10/24/08. The minutes from the SNAP Board concerning our discussions are attached. We will review and discuss as a team.

10:30-10:45 Contest update
We will go over some of the final thoughts on the contest and see a video of the presentation (if you haven't already) that was posted to the site.

10:45-11:15 Recycling Plan
Zia submitted a fact check document we will review and discuss. Please see below.

11:15-11:30 Round 6 TA
PLI and Tammy to review budget as last step before TA language and budget are ready to submit. We can discuss options.

11:30-12:00 Open discussion about things to come

Agenda item:	Anti-Litter Round 6 Work Plan and Interagency Recycling Program	Presenter:	Erika Schumacher (BLM), Anti-Litter Team Lead; and Doug Joslin (PLI), Anti-Litter Project Manager
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Discussion:

Nancy Bernard (NPS), Anti-Litter team member and Peg Rees (PLI) were also present for the discussion.

Round 6 Work Plan:

Doug reviewed the Round 6 proposed work plan for the CESU agreement.

The team is developing a three year agreement, from 2009 to 2012, which will overlap with the Round 4/5 agreement that expires 2010.

One of the primary objectives of the team is how to sustain the program over time. They would like to determine opportunities for donations, contributions, partnerships, and revenue streams that could be part of an overall effort.

Strategic planning needs to take place in order to accomplish this.

Some ideas:

- University program
- Separate nonprofit entity
- Keep same as what we are doing.
- State legislature
- Selling trash bags to municipalities – partner with someone to sell the reusable grocery bags.

The team asked for guidance on a process to solicit the Board's approval of concepts/opportunities and for implementation.

One issue that needs to be researched is how the federal government would release the property rights to the logo.

Interagency Recycling Program:

The team had a consultant come down and look at what was going on with interagency recycling.

Erika provided a summary of the finding and outlines some of the issues with implementation.

There should be two parts to the Interagency Recycling Program – the actual recycling part and the educational part.

We should provide a consistent type of recycling container so people see and react and are educated, and should include a messaging campaign that goes along with it that reaches people and changes behavior. The messaging campaign should be a component of the existing "Don't Trash Nevada" campaign.

Don't Trash Nevada update: The winner of the "name the mascot" has been decided. The mascot will be "Hector" which stands for Help Each Child Treasure Our Resources".

Conclusions:

Program sustainability: The Board asked the team to think about is where the program could be housed in the future and list advantages and disadvantages, and return to the Board with recommendations.

The team should provide any concepts for revenue to Tami for review.

Recycling: The Board will review the recycling information and provide comments to the team.

Action items	Person responsible	Deadline
✓ Draft a list potential ideas for housing the program including advantages/disadvantages	Anti-Litter team members	TBD
✓ Review recycling information and provide comments to the team	Board members	11/21/08
✓ Research process to release property rights to logo	Tami Lucero	11/21/08

November 26, 2008

9:00am

IAO, BLM Conference Room

Anti Litter and Desert Dumping Team Meeting Minutes

Meeting called by: Erika Schumacher and Doug Joslin Type of meeting: Regular Monthly

Facilitator: Doug Joslin Note taker: Doug Joslin

Timekeeper: Doug Joslin

Attendees: Nancy Bernard, Bob Loudon, Erika Schumacher, Amy Sprunger

Please read:

Please bring:

Minutes

Agenda item: Budget Updates Presenter: Team

Discussion:

Doug reviewed Budget
Team discussed future of SNPLMA and the dwindling \$\$\$

Conclusions:

Action items	Person responsible	Deadline
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✓

Agenda item: Budget Presenter: Doug Joslin

Discussion:

Team discussed the viability of options for self sustainability.
University model seems doable but is still difficult
What about the conservancy-could they be given the program? How do we hand of a program under current agreements and current funding? Who on the team or in the agencies has the expertise to handle the questions?
Only non-profits can ask for \$\$\$-how do we take a federally funded program and transition to a different structure when no one can explain the rules about what we can do and how to do it?

Erika told team about the recycling briefing. She noted that the Board advised us to move forward and they want a messaging campaign. Nancy stated that what that meant was how to promote recycling opportunities to visitors and not necessarily the community in general. Can this marketing program go to the PAO team

Team proposes to ask PAO team to attend meeting to ask about working together on promoting recycling as well as better promoting DTN accomplishments.

Conclusions:

Team needs to start looking toward sustainability in their future meetings and taking action

Action items	Person responsible	Deadline
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✓

Agenda item:	Contest update	Presenter:	Doug
Discussion:			
Everyone is very happy with the name. Team watched the presentation video and looked at web site featuring new mascot.			
Conclusions:			
Team to work on plans to include new mascot into future outreach and advertising as they come up.			
Action items		Person responsible	Deadline
✓			
✓			

Agenda item:	Zia Engineering	Presenter:	Doug Joslin
Discussion:			
Zia engineering has sent a preliminary document for our review/comment/questions.			
Conclusions:			
Action items		Person responsible	Deadline
Team to review and answer questions in word document and forward to Erika.		All	12/15/08

Agenda item:	Round 6 TA	Presenter:	Tami Lucero
Discussion:			
Doug has draft language finished and is asking for team input.			
Budget is drafted but will need to be finalized by Wilisha Daniels due to my resignation.			
Team can work with Wilisha Daniels of PLI for final help submitting round 6			
Team needs to complete a scope of work change to move \$ from round 4 and 5 judicial analysis into marketing.			
Team needs a scope change to round 6 to remove language about judicial analysis.			
Round 5 money can be used to fund GIS because of pilot project language in round 5 according to Tami. This will allow the Round 6 budget to realize some savings by using round 5 money to fund year 1 (or more?) of the GIS proposal			
Conclusions:			
Action items		Person responsible	Deadline
✓ See above			

Agenda item: Open discussion items	Presenter:
<p>Discussion: Team will meet on December 9th 9am-12pm To discuss last minute things for the team to know about</p>	
<p>Dates for clean-up as provided by Nancy Feb 7th – BLM Litter clean-up Feb 21st NPS litter with LE Placer Cove??? April 11th Great American Clean-up NPS April 25th BLM/Sloan - Earth day event with a LE/litter/education May 2nd USFW- Litter with LE May 16th USFS – Spring Cleaning on the mountain annual event June 20th USFS LE litter September 19th – NPLD on BLM Litter September 26th – NPLD on NPS litter October 10th – Sunrise/litter/LE</p>	
<p>Team discussed Joanne and the USFW process for food purchasing and that if we included her in some meeting or invited her to lunch we may have a better working relationship. Nancy asked how to find out how much is left in the budget for IVP food. The new team rep from USFW to the IVP team can help this situation when they come on board.</p>	
Conclusions:	
Action items	Person responsible Deadline
✓	

**Don't Trash Nevada
Name the Mascot Contest Winners**



9-year-old Jonathan Stauss, a student at Las Vegas Day School, received a certificate and iPod Nano from Take Pride Project Manager Doug Joslin.



9-year-old Nina Thew, also a student at Las Vegas Day School, accepted a certificate and iPod Nano from Joslin.



12-year-old Katie Jensen also was awarded a certificate and iPod from Joslin. Katie attends Lyal Burkholder Middle School.



Students at Thomas O’Roarke Elementary School in northwest Las Vegas had the opportunity to join in the celebration to honor two of its students during morning assembly on November 7. Fifth graders Jacey Canfield and Zachary Lyday, both ten years old, were recognized for submitting winning names in the Don’t Trash Nevada Name the Mascot Contest.