

4-5-2009

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

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## **QUARTERLY PROGRESS REPORT**

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

Cooperative Agreement Number FAA010017

Take Pride in America in Southern Nevada

### **Executive Summary**

- Team set annual priorities
- Requests for Information sent to determine recycling feasibility
- Preliminary field data form developed for GIS database project
- Team presented assessment report to SNAP board
- Planning for Phase III media campaign begun
- Five clean-up events conducted this quarter
- Team provided 778 cubic yards of roll-off space for clean-ups

### **Summary of Attachments**

- Meeting Agendas and Minutes
- Anti-litter Team Quick Reference Guide

### Collaboration with Interagency Teams

The Interagency Anti-Litter Team met three times this quarter, on January 28, 2009; February 25, 2009; and March 17, 2009 (see attached Agendas). 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.**

#### Annual Goals

The team set the following annual priorities:

- Develop draft strategic plan including sustainability options
- Make a final determination on recycling implementation
- Develop and conduct Phase III media plan
- Begin plans for bigger Phase IV campaign in FY 2010
- Look into rolling out Don't Trash Nevada campaign state wide
- Ensure Don't Trash Nevada message is at most fairs and public events
- Finalize budgetary details of Round 6 and begin implementation
- Develop budgetary details and implementation plan for Round 7

## Recycling Efforts

As part of the Recycling Implementation Strategy being developed by Zia Engineering, a request for information was sent to all area solid waste service providers. Each provider was asked to detail the types of services they provide and the cost for offering these services at SNAP locations. Due to delays in receiving responses from Zia Engineering, the delivery of the final report was postponed until the third quarter of fiscal year 2009.

## GIS Project Planning and Management

The team continues to work on plans for a GIS/database project for litter and dumping. The purpose of this project is to design and implement a data management system. The system will allow the federal land management agencies of Southern Nevada to monitor local littering and desert dumping, identify heavily littered areas 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 littering and dumping problem.

The GIS Team moved forward on the design of the desert dumping database by developing a preliminary field data sheet. The sheet was distributed to the Anti-litter team members for review and comment. Additionally, the GIS Team met with Bureau of Land Management anti-litter specialists to learn about the recently developed database and the types of information these specialists find useful.

## SNAP Board Assessment

The team presented a review of their past accomplishments, outlined their future plans and discussed budgetary priorities with the SNAP board on March 20, 2009. Please review the attached Anti-litter Team Quick Reference Guide for an overview of this informative presentation.

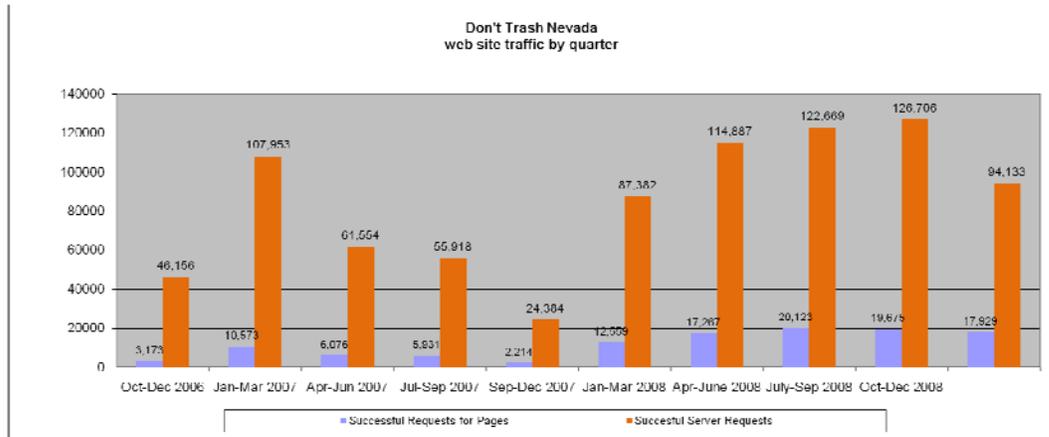
## **Task 2: Messaging Campaign**

The Anti-litter team met with Aztec Communications to review Phase II of the media campaign and provide direction to them on the development of materials for Phase III. Plans for Phase III include:

- Retaining creative from Phase II to build on reduce spending and reinforce messages.
- Pinpointing advertisement messages to gain greater impact from certain target audiences:
  - a. Construction industry
  - b. Residents, especially those moving out
  - c. Recreational Shooters
  - d. Fishermen at Lake Mead
- Focusing on earned media to publicize the impact dumping and littering have on the environment, and the steps to creating positive community changes.
- Driving more online traffic to the DTN Web site.
- Hosting a second Don't Trash Nevada Day.
- Further development of HECTOR through educational programming and outreach.

## Program Website

The Don't Trash Nevada official Web site ([www.donttrashnevada.org](http://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 January - March 2009 indicate 94,133 successful server requests, and 17,929 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](http://www.donttrashnevada.org/pledge.htm)). This pledge gives site visitors the opportunity to take a pro-active stance in supporting clean public lands. Between January and March 2009, 27 people took the pledge. Since the pledge's inception in October 2006, 957 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 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.

### **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.

A total of 213 volunteers, donated 669 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, 052.19. (See Figures 2-7 on the next pages).

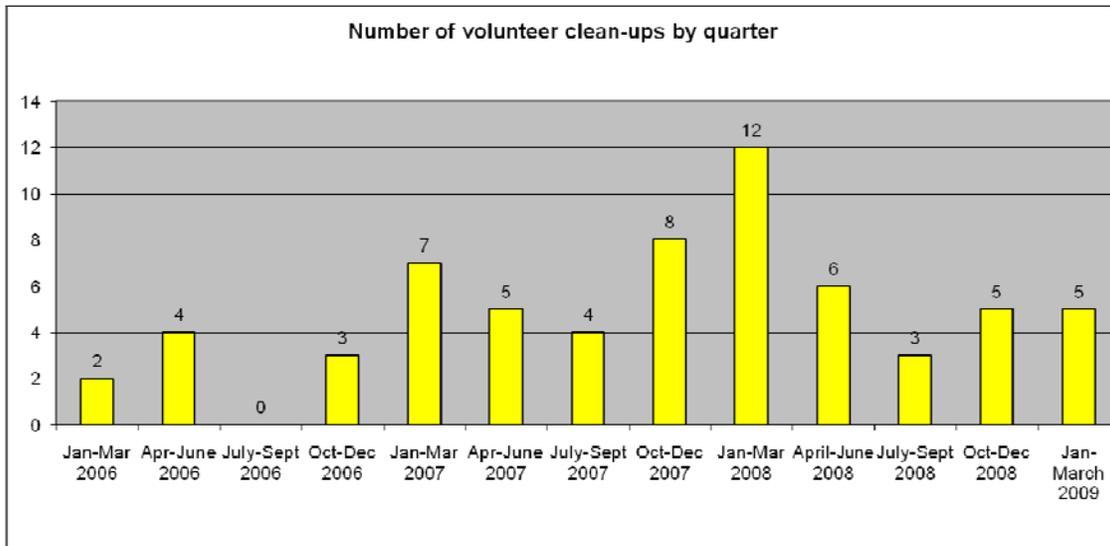


Figure 2 shows the number of events per quarter since program inception.

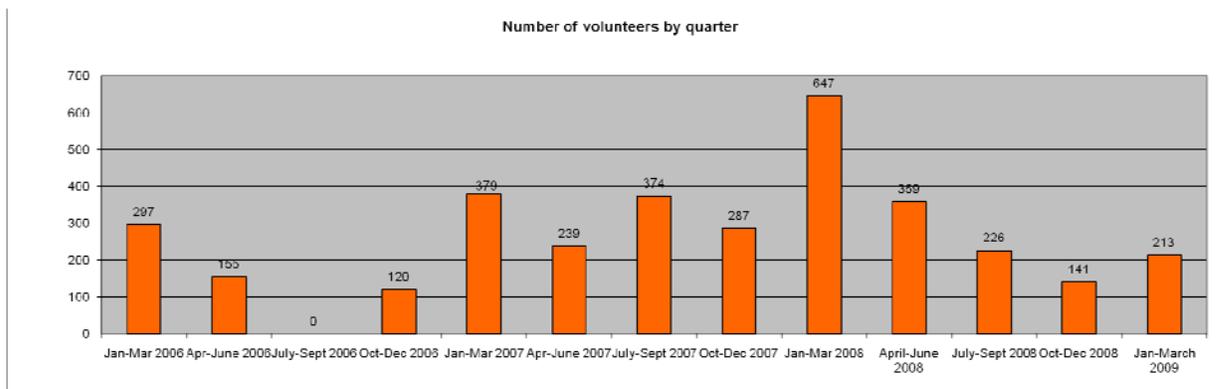


Figure 3 shows the number of volunteers participating in events each quarter since program inception.

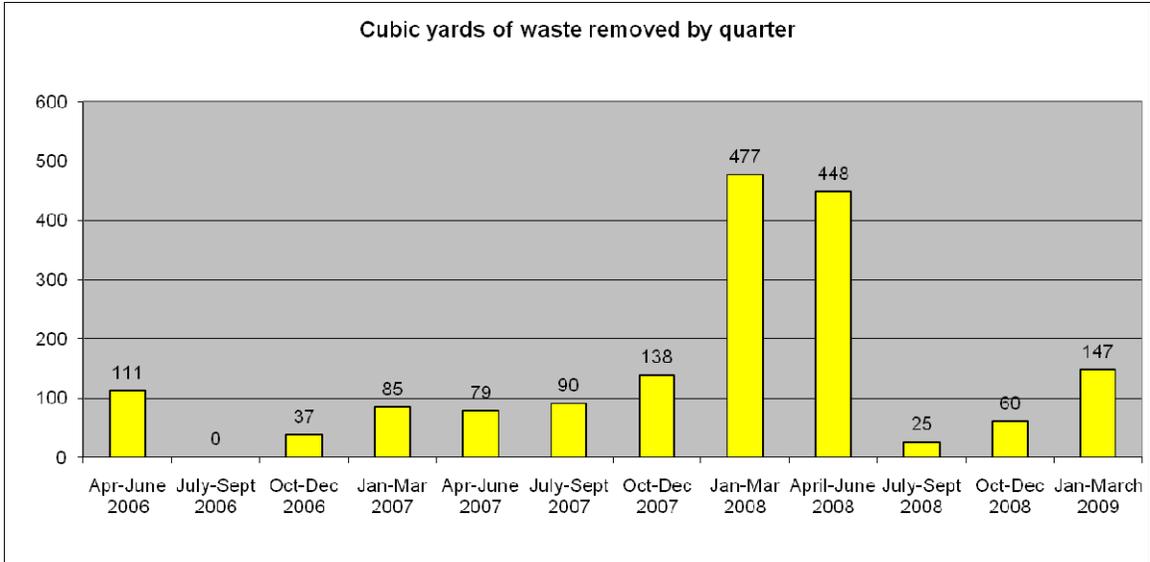


Figure 4 shows volunteer hours contributed each quarter since program inception.

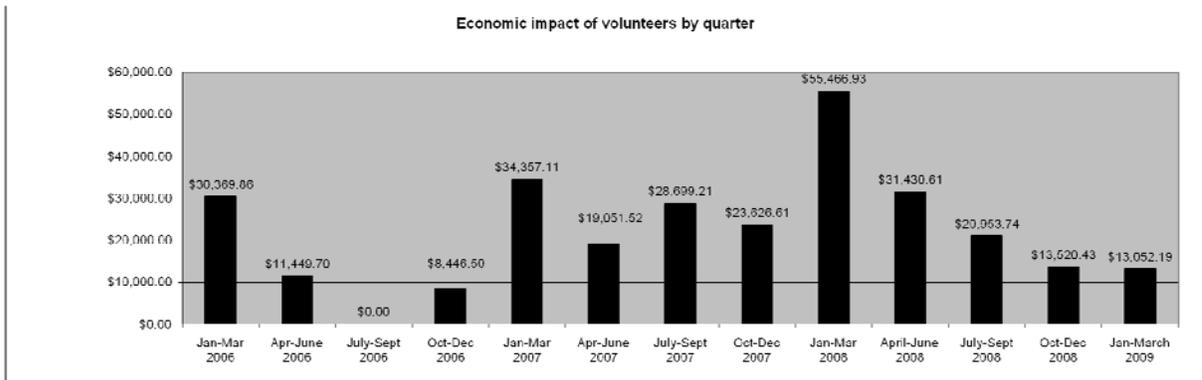
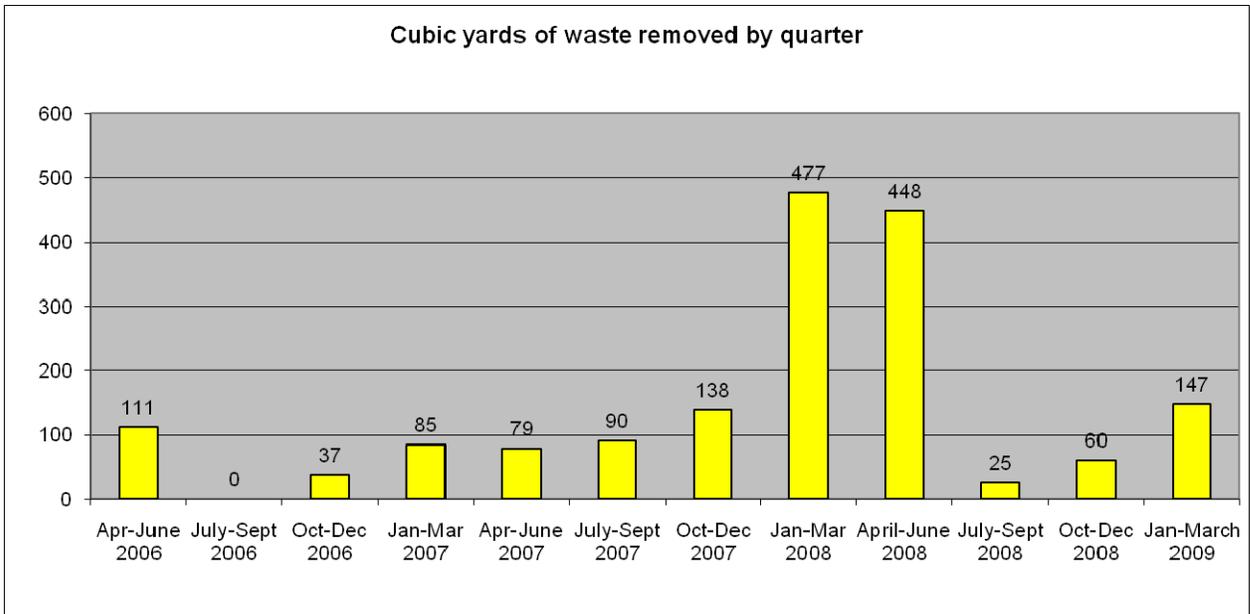


Figure 5 shows the value of volunteer hours since program inception in dollars and cents.



**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

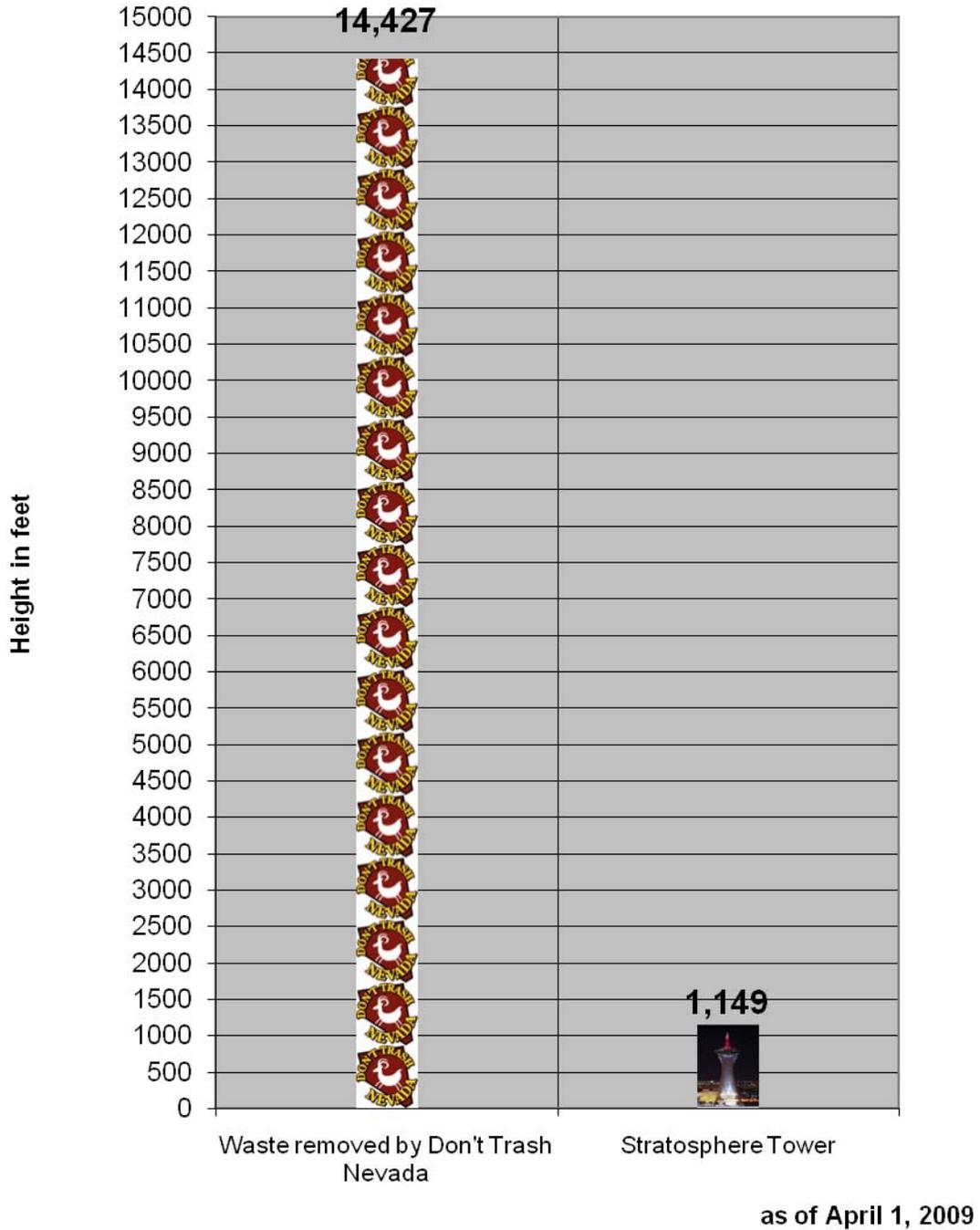


Figure 7 compares the volume of trash removed from public lands since program inception to a popular monument.

### Volunteer Clean-Up Events

- **January 27, 2009 – 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 62 students removed fifteen cubic yards of trash.
- **February 21, 2009 – Placer Cove – NPS**  
Take Pride in America in Southern Nevada and the SNAP law enforcement team partnered to beautify Placer Cove. Twenty-three student volunteers from UNLV donated 69 hours and removed seven cubic yards of trash from this area that experiences frequent law enforcement infractions.
- **February 21, 2009 – Bunkerville – BLM**  
Fifteen industrious people donated 75 volunteer hours and removed 100 cubic yards of waste from two sites at this location.
- **February 27, 2009 – Bailey Middle School, Great Unconformity Trip – BLM**  
Seventy Bailey Middle School students donated 210 hours and removed fifteen cubic yards of trash.
- **March 28, 2009 – Red Rock Days, Wheeler Camp Springs – BLM**  
As part of this multi-project event, 43 people donated 129 hours and cleaned up 10 cubic yards of trash in addition to repairing fences and removing swings.

### Additional Dumpsters and Roll-off

In this quarter, the Bureau of Land Management requested 553 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 498 cubic yards of waste.

### Alternative Work Force Clean-Up Events

Eight alternative work force events were conducted this quarter at various locations throughout Lake Mead National Recreation Area.

### **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:

  
Margaret N. Rees, Principal Investigator

April 16, 2009  
Date

# **Meeting Agendas**

# AGENDA

## Anti Litter Team Meeting

### “THE A-TEAM”

**Date:** January 28, 2009  
**Time:** 9:00am – 3:00pm  
**Location:** USFS Annex

**Meeting called by:** Erika Schumacher and Beth Barrie  
**Attendees:** Amy Sprunger  
Nancy Bernard

**Please bring: Agenda and Calendars**

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**9:00-9:30**     **Messaging Campaign**  
The team will decide on next steps for Phase III of the media campaign.

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**9:30-9:45**     **Updates**  
Any updates or questions should be discussed here.

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**9:45-10:00**   **PLI work structure**  
Beth will provide an update on plans for Doug’s replacement.

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**10:00-11:00**   **Recycling Plan Discussion**  
Erika will provide a ZIA update. Beth will present information about Evergreen Recycling and the options for clean up events so the team can decide if this is worth pursuing. The team will determine next steps for the recycling plan.

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**11:00-12:00**   **Calendar of Events**  
We will finalize dates for the 12 clean ups for the year.

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**12:00-1:00**     **Lunch**

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**1:00-1:30**     **Strategic Plan Discussion**  
The team will determine the next steps in the strategic plan process.

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**1:30-2:30**     **Annual priorities**  
The team will determine the priorities for the remainder of the calendar year.

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**2:30-3:00**     **Open discussion**  
Discussion of additional items as needed.

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# AGENDA

## Anti Litter Team Meeting

### “THE A-TEAM”

**Date:** February 25, 2009  
**Time:** 9:00am – 3:00pm  
**Location:** Interagency Office FWS Room

**Meeting called by:** Erika Schumacher and Beth Barrie

**Attendees:** Amy Sprunger, Nancy Bernard, Bob Loudon, Gordon Gilbert, Tami Lucero, Aztec Communications, LaNelda Rolley, Megan Urban

**Please bring: Agenda and Calendars**

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| <b>9:00-10:00</b> | <b>Messaging Campaign</b><br>Aztec Communications will provide a debriefing on the Phase II campaign. Discussion will take place to enable Aztec Communications to develop a communications plan with draft creative materials for Phase III to be presented at the March team meeting. |
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| <b>10:00-10:15</b> | <b>Break</b> |
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| <b>10:15-10:30</b> | <b>ZIA Update</b><br>Erika will provide an update on the status of the Request for Proposals Richard is putting together. |
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| <b>10:30-10:45</b> | <b>Round 6 Update</b><br>Tami will provide the team with an update on the status of Round 6 |
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| <b>10:45-11:00</b> | <b>Spring Mountains Pilot Project Update</b><br>Bob Loudon will provide an update on the status of the Spring Mountains Pilot Project. |
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| <b>11:00-12:00</b> | <b>SNAP Board Team Assessment</b><br>Team members will discuss the answers to the questions the board will be asking during the March 20 <sup>th</sup> assessment to enable Erika and Beth to develop a presentation for the assessment. |
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| <b>12:00-1:00</b> | <b>Lunch</b> |
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| <b>1:00-1:30</b> | <b>Charter Update</b><br>The team charter will be updated. |
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| <b>1:30-1:45</b> | <b>Conservation Education team update</b><br>Megan Urban will provide an update over the phone on the Conservation Education team plans for anti-litter and recycling programs. |
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| <b>1:45-2:30</b> | <b>Strategic Plan Discussion</b><br>The team will determine tasks to be completed in each of the next 5 years for the deliverables of clean-up events and the use of alternative workforces. |
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| <b>2:30-3:00</b> | <b>Open discussion and updates</b><br>Discussion of additional items and updates from individual team members as needed. |
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# AGENDA

## Anti Litter Team Meeting

### **“THE A-TEAM”**

**Date:** March 17, 2009  
**Time:** 10:00am – 2:00pm  
**Location:** Interagency Office FWS Room

**Meeting called by:** Erika Schumacher and Beth Barrie

**Attendees:** Nancy Bernard, Bob Loudon, Gordon Gilbert

**Please bring: draft of Board Assessment review document**

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**10:00-2:00**     **Prepare for SNAP board assessment**  
Develop handout and talking points for the March 20, 2009 SNAP board assessment.

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# Anti-Litter Team Quick Reference Guide

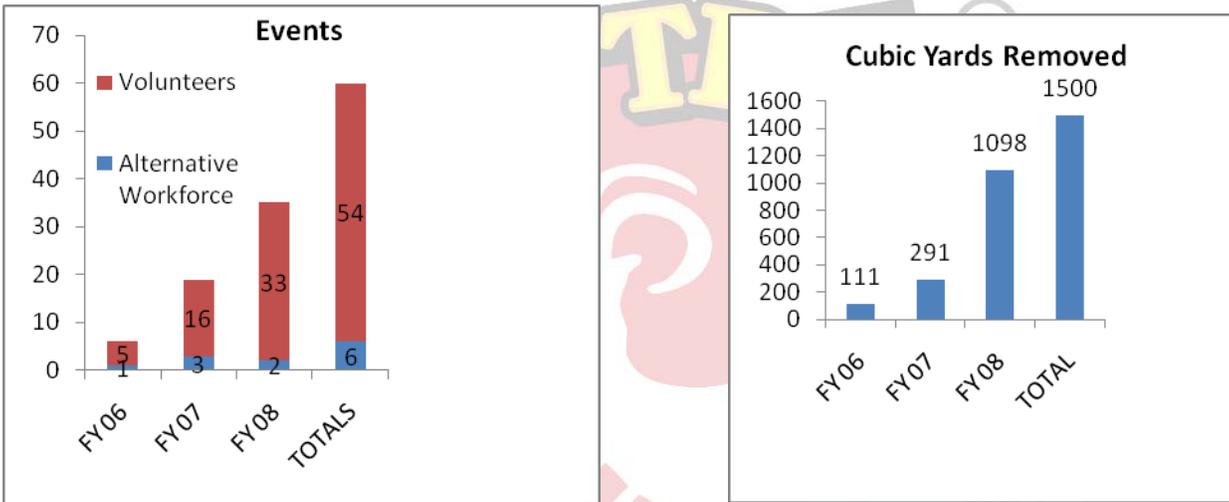
**Vision:** There is a social climate where litter and dumping are unacceptable and have been eliminated.

**Mission:** Through an interagency partnership, our mission is to reduce litter and dumping by identifying root causes and solutions. This will be accomplished through education and awareness programs, clean-up of public lands, and enforcement efforts.

## Where we've been: Rallying the troops

**Goal:** Conduct 12 clean ups annually (36 total)

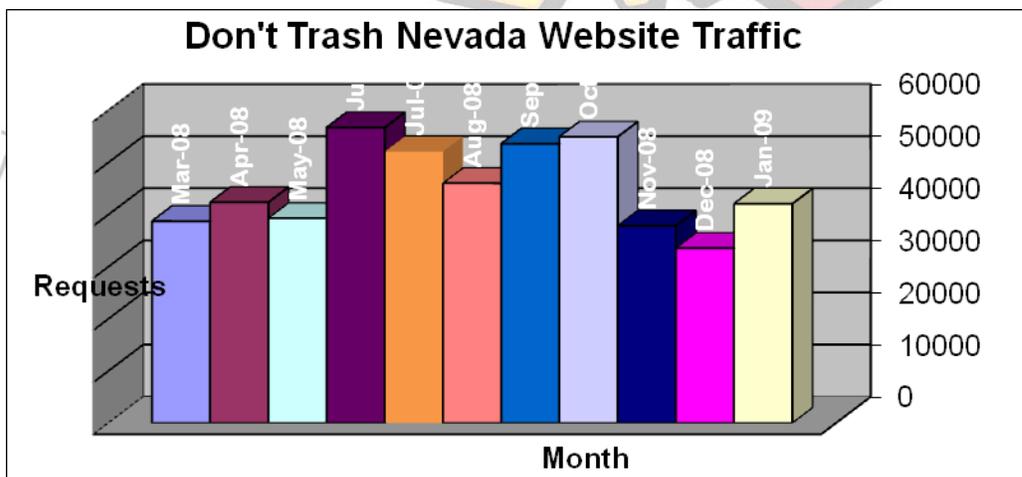
**Accomplishments:**



**Goal:** Conduct a messaging campaign

**Accomplishments:**

- 2 large media buys: June-July, Sept-Oct (print ads, radio, television, bus shelters)
- 897 people pledged not to trash
- 9 community outreach events attended



# Anti-Litter Team Quick Reference Guide

**Goal:** Pilot Program

**Accomplishments 1<sup>st</sup> Quarter FY 09:**

- One coordinator
- 48 volunteers
- 2258 pounds of litter removed

**Goal:** Recycling

**Accomplishments:**

- Participation on regional committees
- Participation in Abitibi Paper Retriever® program
- Contracted with Zia to develop a feasibility plan for potential implementation

**Where we're at: Holding the line**

**Where we're going: A strategic surge for sustainability**

**Goal:** Conduct clean up events

**Action Plan:**

- 4 clean up events
- 14 more scheduled so far

**Goal:** Messaging campaign

**Action Plan:**

- FY 09 targeting fishermen and recreational shooting
- Phase 3 media campaign with larger marketing firm
- State wide messaging
- Continued community outreach

**Goal:** Pilot Program

**Action Plan:**

- Multicultural messaging study
- Volunteer coordination of local hosts

**Goal:** Increase field operations

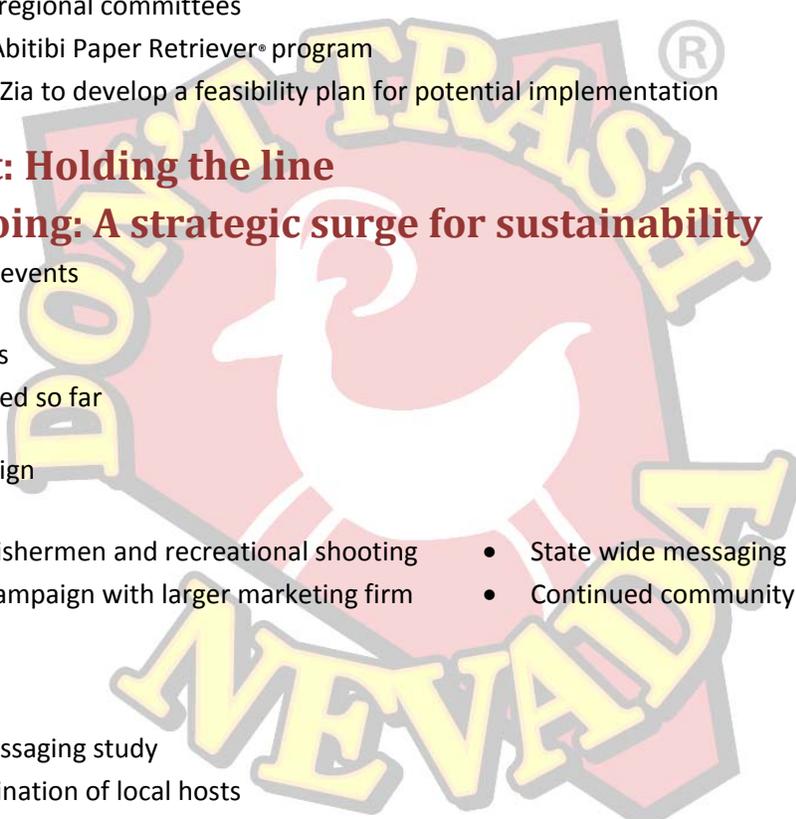
**Action Plan:**

- Restructure PLI resources

**Goal:** Strategic Plan Development

**Action Plan:**

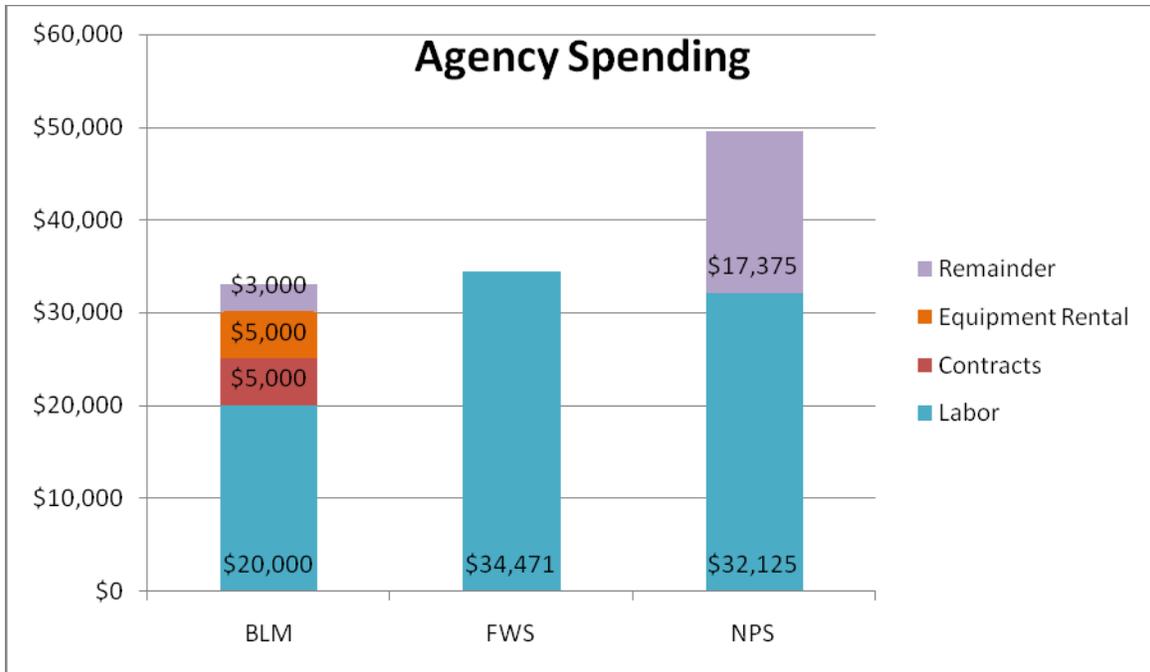
- Explore existing solutions: Literature review, GIS monitoring, pilot solutions
- Build local and regional collaboration
- Expand education component
- Recycling implementation plan
- Sustainability options



[www.DontTrashNevada.org](http://www.DontTrashNevada.org)

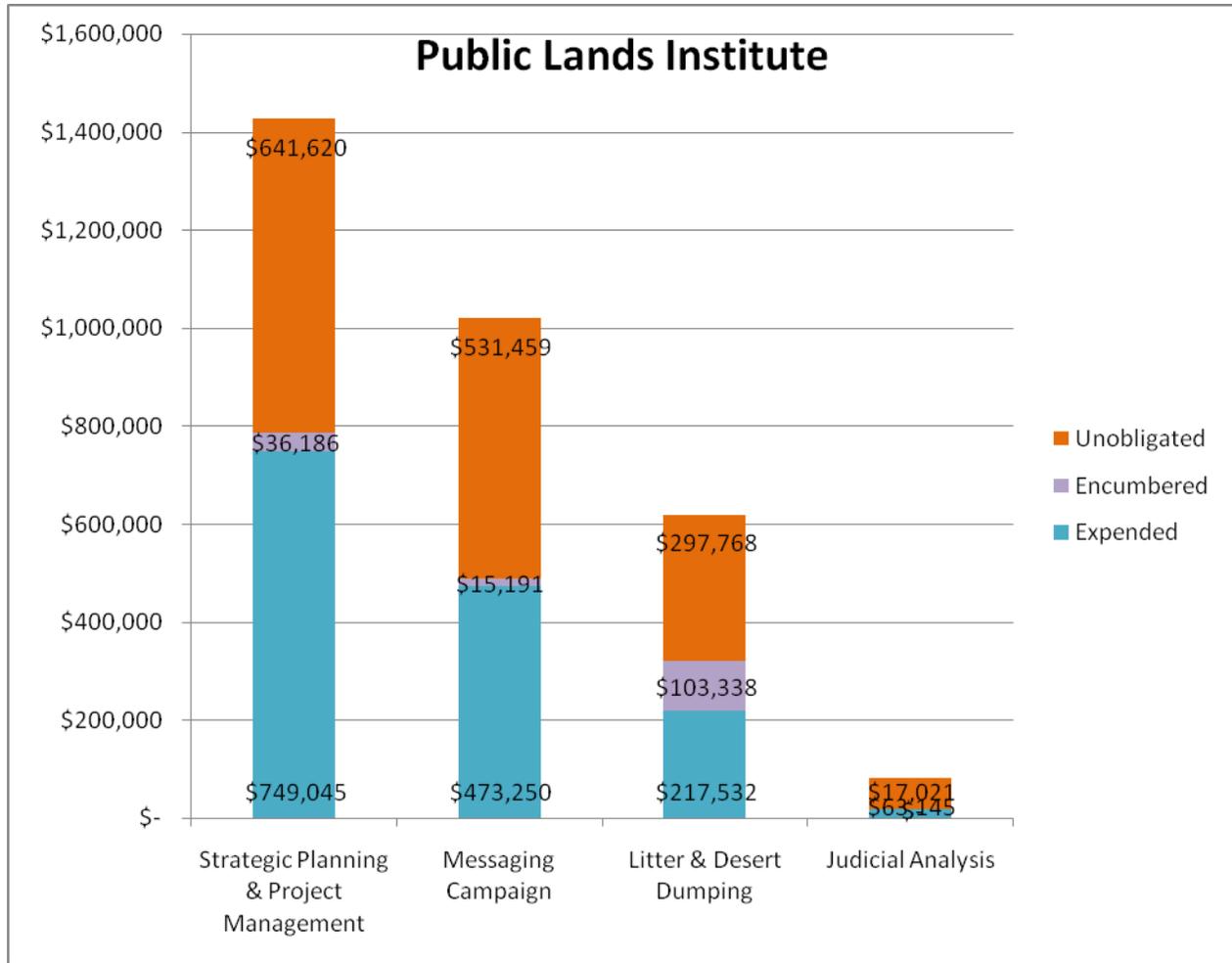
# Anti-Litter Team Quick Reference Guide

## Funding the Fight: Committed Resources



[www.DontTrashNevada.org](http://www.DontTrashNevada.org)

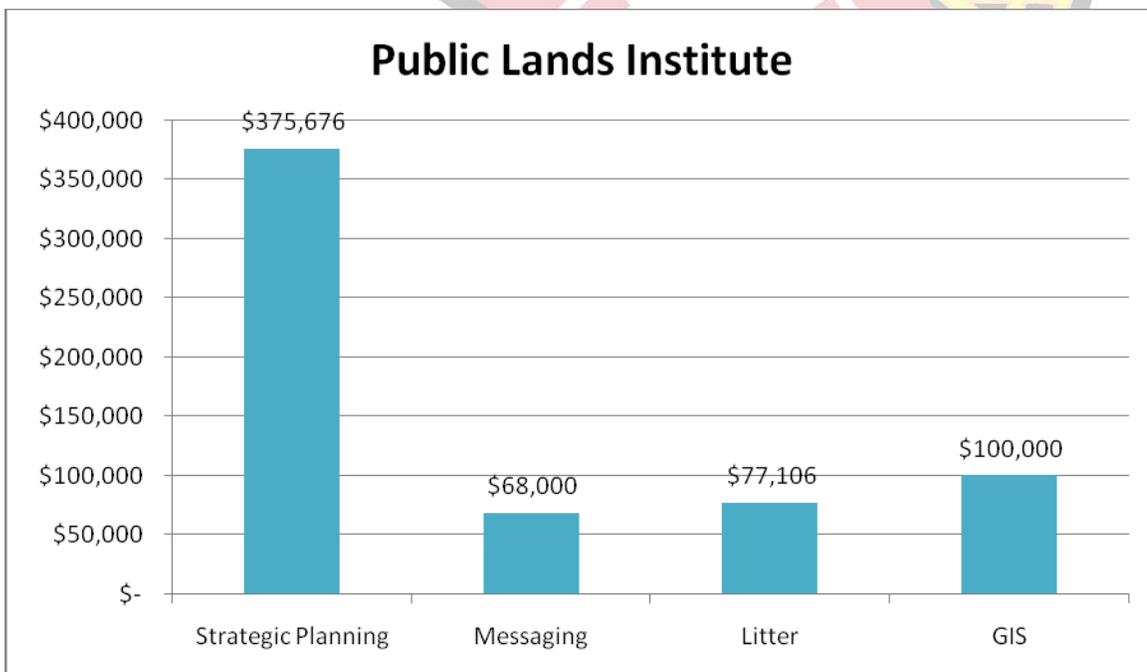
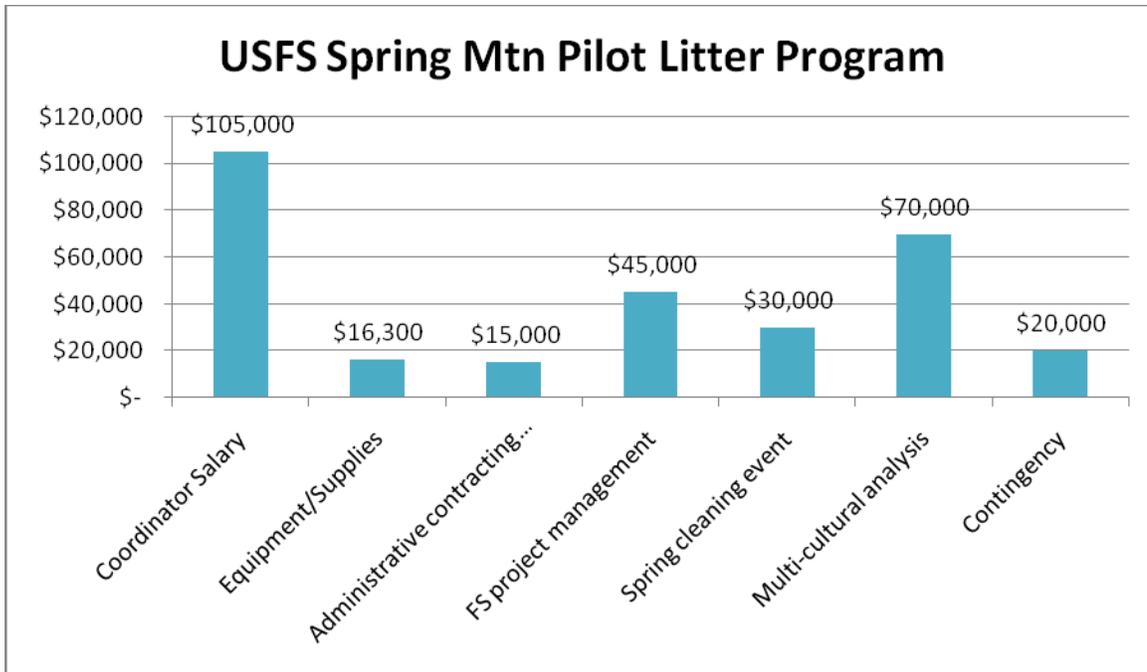
# Anti-Litter Team Quick Reference Guide



**Funding the Fight: Future Campaigns**

[www.DontTrashNevada.org](http://www.DontTrashNevada.org)

# Anti-Litter Team Quick Reference Guide



a.org