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Take Pride in America in Southern Nevada: Quarterly Progress Report, Period Covering April 5, 2010 – July 4, 2010

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QUARTERLY PROGRESS REPORT

University of Nevada, Las Vegas
Period Covering April 5, 2010 – July 4, 2010

Cooperative Agreement Number FAA010017

Take Pride in America in Southern Nevada

Executive Summary

- With Board approval, the next phase of the Don't Trash Nevada marketing campaign began.
- The Hector's Helpers program with the Clark County School District began curriculum development.
- The team participated in the strategic planning process for Keep Las Vegas Beautiful.
- The team met with the Education Director of Keep America Beautiful to begin the process of developing a statewide program.
- The team continued to develop the GIS database.
- A total of 15 clean-up events were conducted this quarter.

Summary of Attachments

- Meeting Agendas
- Meeting Minutes

Collaboration with Interagency Teams

The Interagency Anti-Litter Team met three times this quarter: April 15, May 25 and June 22, 2010 (see attached agendas and minutes for details). The team continues to meet on a regular basis and is providing direction on all four subtasks as detailed below.

Task 1: Strategic Planning and Project Management.

Task Agreement

To facilitate continuation of the accomplishments of the anti-litter and desert dumping team, the Bureau of Land Management moved the process of developing a continuation of the UNLV task agreement forward by finalizing a draft scope of work. The new continuation document is based on the SNPLMA Round 6 and 7 nominations that were awarded. The current task agreement based on the Round 4 and 5 SNPLMA awards expires September 30, 2010.

Collaborative Efforts

Work on the adopt a block/parcel concept continued. Efforts are underway to form the Southern Nevada Land Adoption Coalition, which will use Hector's Helpers as its brand identity. The

Executive Director of Keep Las Vegas Beautiful will be assisting in the development of the coalition and will be using the existing Graffiti Coalition as a model.

Curriculum development began on the Hectors Helpers youth initiative funding project with the Clark County School District. The West Career and Technical Academy School has partnered with the team to develop a series of project based learning experiences related to Don't Trash Nevada messaging, adoption programs and GIS database development.

The City of Las Vegas became an official affiliate of Keep America Beautiful and the team continues to support the Las Vegas program with mutually beneficial results. It is through this collaboration that the Keep America Beautiful organization came to work with the anti-litter and desert dumping team on taking Don't Trash Nevada statewide. The anti-litter and desert dumping team is assisting in the strategic planning process for the Keep Las Vegas Beautiful program, providing logistical support and collaborating on projects when possible.

Recycling Efforts

The team decided to seek the assistance of B&P marketing in developing a unified image for the recycling containers that the SNAP agencies will be using. The team also learned of the Keep America Beautiful Recycling on the Go Program, which will serve as a model as the team moves forward on assisting the agencies in encouraging the public to recycle while on the public lands.

GIS Project Planning and Management

Members of the team met with the scientists developing the GIS database to finalize the data fields for the database. The scientists also met with the BLM desert clean-up coordinator to ensure the database will work in conjunction with the BLM database that is being compiled.

Task 2: Messaging Campaign

The next phase of the messaging campaign launched during Memorial Day (May 28-31, 2010) weekend after the SNAP board approved the creative content and media plan.

Program Website

The Don't Trash Nevada official Web site (www.dontrashnevada.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 2006 - March 2010 indicated 1,227,523 successful server requests, and 184,453 successful page requests (See Figure 1 below). During August 2009 the website migrated to a new server which impacted the collection of the statistics.

During this quarter, new information tracking has been implemented for April 2010 moving forward. This information tracking will more accurately track the number of individuals that visit this site and how many pages they visit (See Figure2 below).

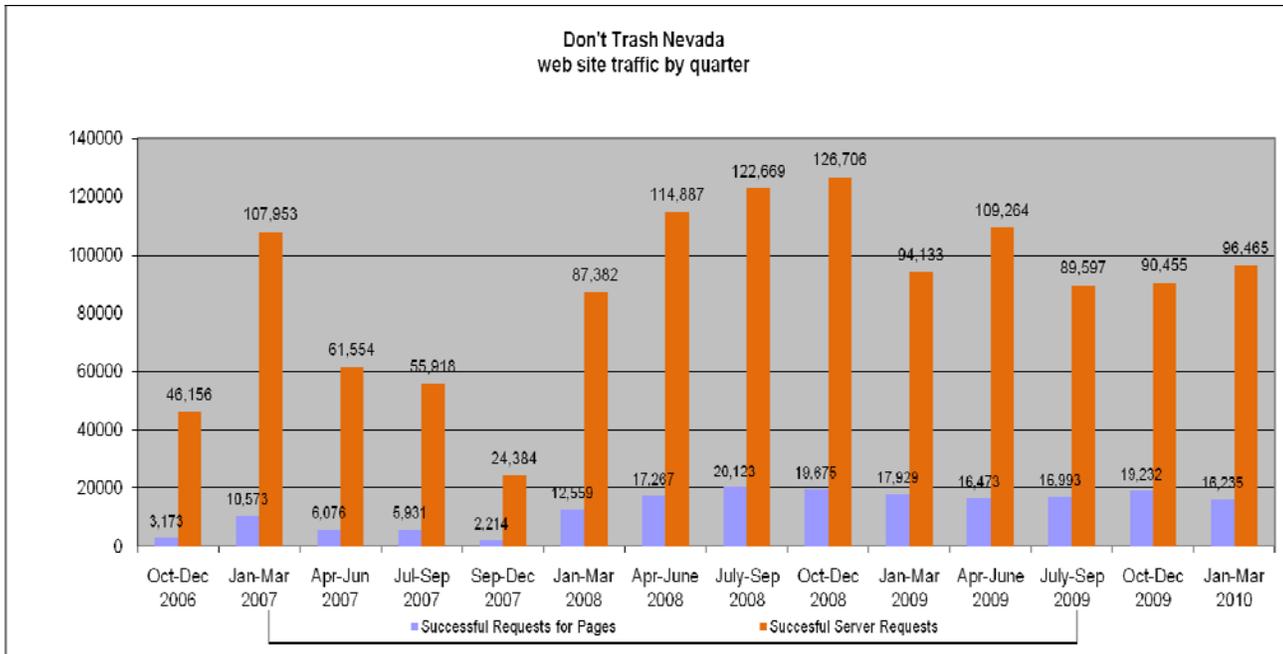


Figure 1 shows Don't Trash Nevada quarterly web traffic since the site went live to March 2010.

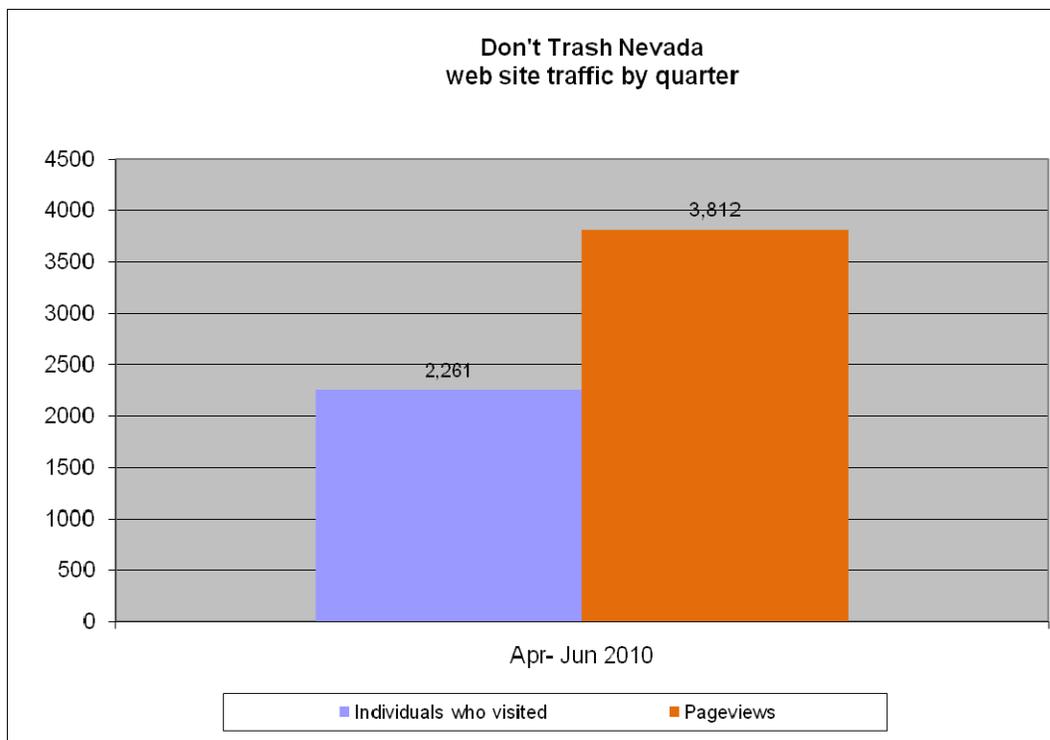


Figure 2 shows Don't Trash Nevada quarterly web traffic April – June 2010.

Community Outreach

The Take Pride in America Southern Nevada Team attended eight community outreach events. Staffed by the Public Lands Institute, these events are an opportunity to raise awareness of the litter and desert dumping problem. Individuals are encouraged to sign the Don't Trash Nevada pledge by offering them a reusable shopping bag. The Barrick Museum and the Live Well, Go

Green events did not have any new additions to the mailing list because the audience for these events were primarily youth under age 15. Table 1 contains a summary of the contacts made.

Table 1. Community Outreach Attendance April – June 2010

Event Name	Number of Direct Contacts	Total Pledge Signatures
Conservation Outreach Event	534	40
Red Rock Visitor Center Grand Opening	176	47
Clark County Children’s Festival	25	14
Party for the Planet 2010	237	25
Barrick Museum	232	0
Live Well, Go Green	558	0
USFS Spring Cleaning	83	43
Neighborhood Sustainability Day	110	11

Table 1 shows the number of contacts made at community outreach events and the pledges that resulted from these contacts.

Task 3: Litter and Desert Dumping Clean-ups

A total of 879 volunteers donated 3,614 hours to our public lands during fifteen 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 \$73,183.50

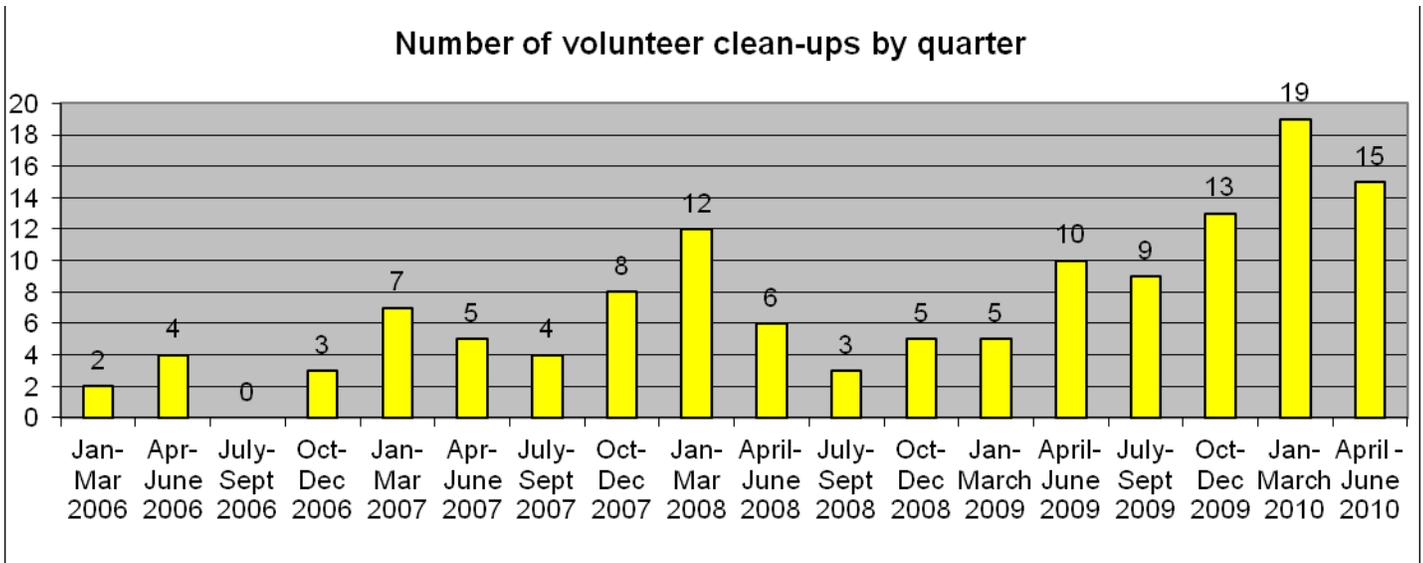


Figure 2 shows the number of events per quarter since program inception.

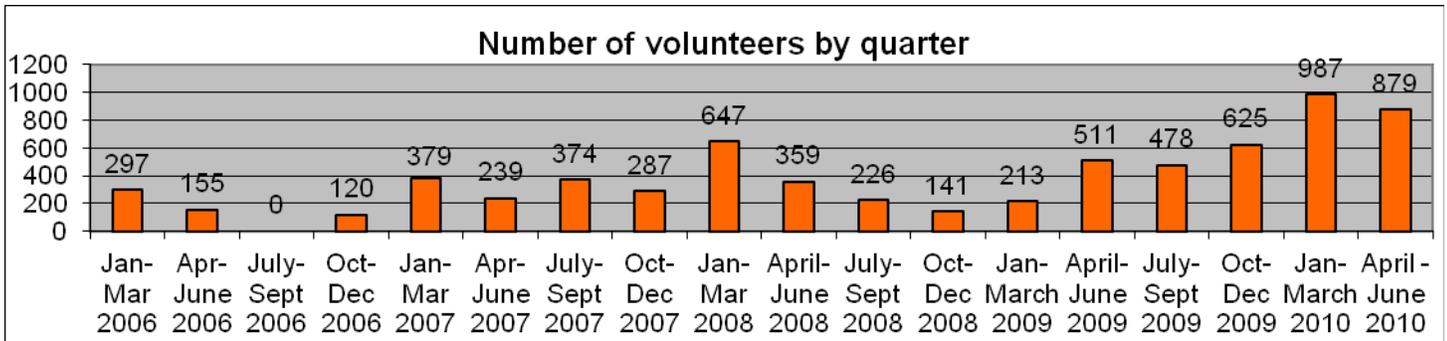


Figure 3 shows the number of volunteers participating in events each quarter since program inception.

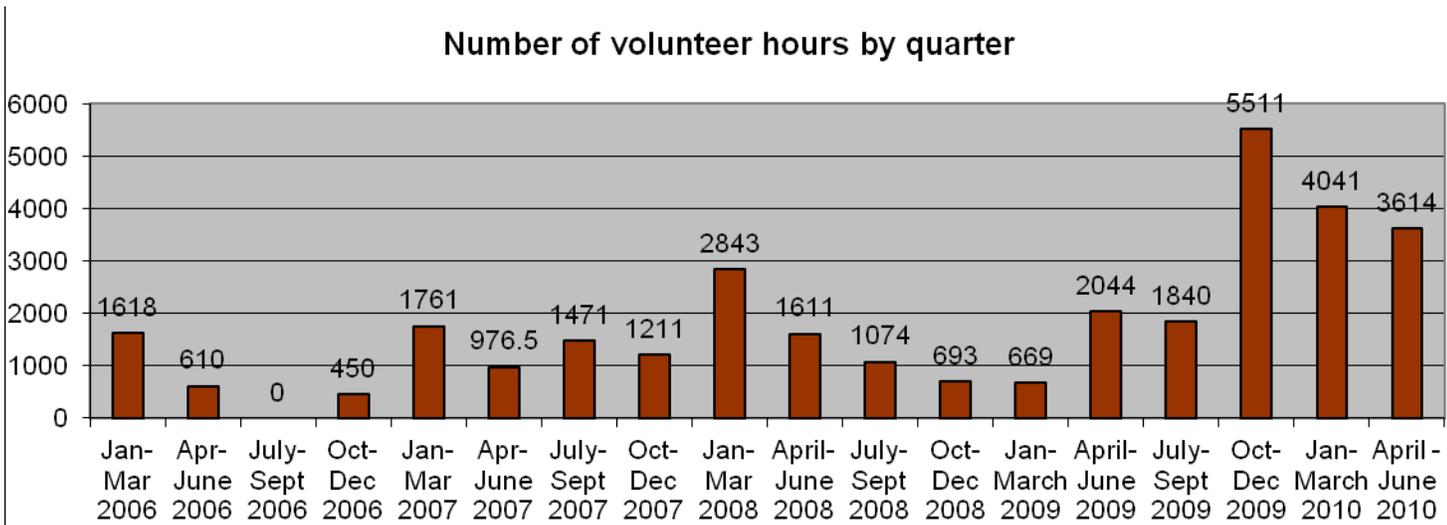


Figure 4 shows volunteer hours contributed each quarter since program inception.

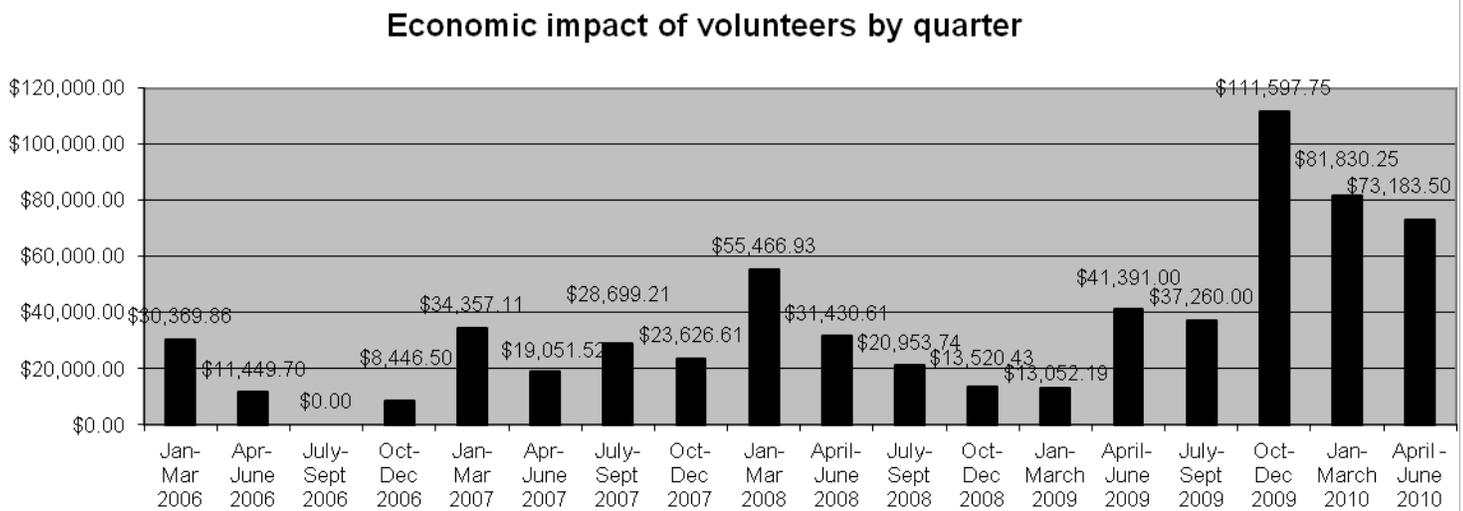


Figure 5 shows the value of volunteer hours since program inception in dollars and cents.

Cubic yards of waste removed by volunteers per quarter

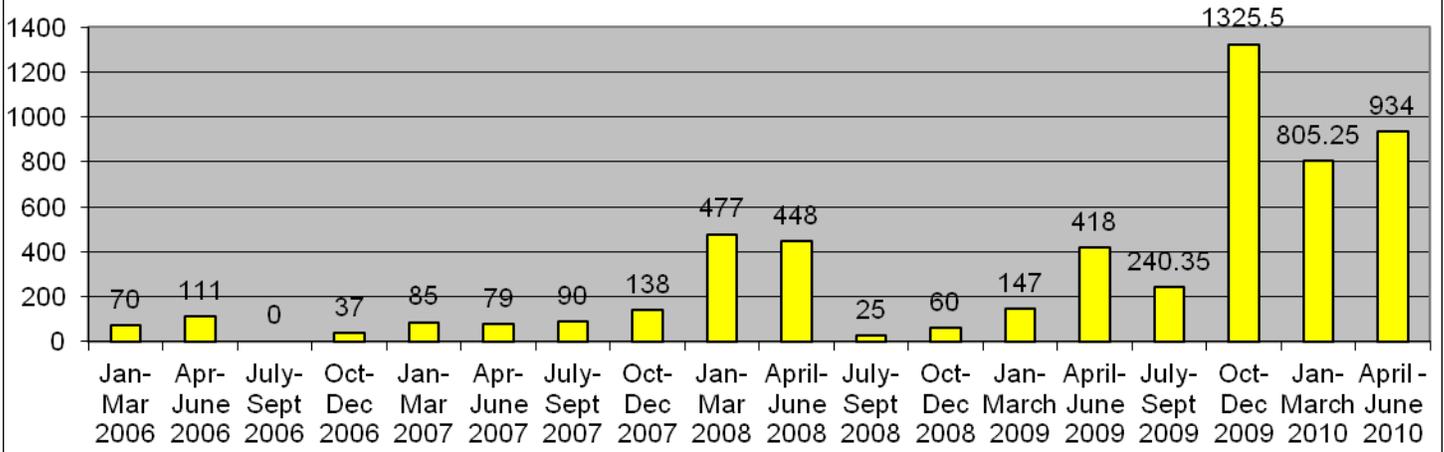
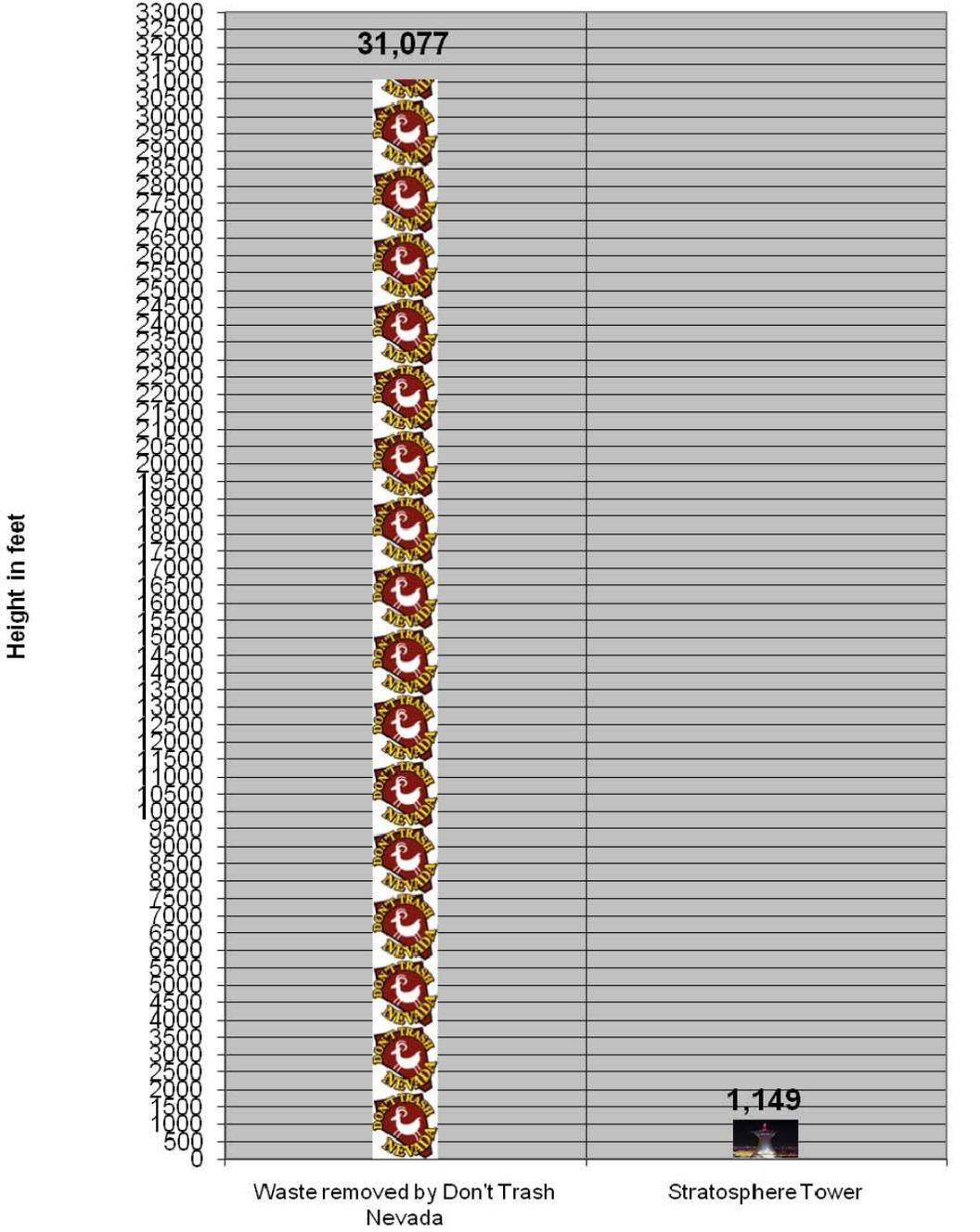


Figure 6 shows the number of cubic yards of waste removed from public lands by volunteers

If each cubic yard of waste removed by the anti-litter team were stacked on top of each other the stack would reach 31,077 feet high



as of July 1, 2010

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

Volunteer Clean-Up Events

The 15 volunteer clean-up events that were supported by the Take Pride in America in Southern Nevada team are summarized below. Table 2 contains a summary of all clean-up efforts supported by the team.

Great Unconformity Clean-Up

April 8, 2010 – Great Unconformity, Frenchman Mountain – Bureau of Land Management
Take Pride in America Interagency Program Nevada collaborated with the SNAP Interagency Volunteer Partnership and the Bureau of Land Management with their Great Unconformity Clean-Up event. The DTN program provided trash bags, water, and other supplies for this event as well as recruited 64 student volunteers from Bailey Middle School. Students contributed 256 hours learning about and helping to restore this area of geologic wonder. Students removed two cubic yards of broken glass from the area.

End of Horizon Ridge Parkway Clean Up

April 10, 2010 – Horizon Ridge Parkway – Bureau of Land Management
Take Pride in America Interagency Program collaborated with the Bureau of Land Management to recruit 34 volunteers for this event. Volunteers contributed 102 hours and removed 55 cubic yards of trash and debris from the area.

Earth Day Beach and Eco Dive Clean-Up

April 17, 2010 —Lake Mead NRA- National Park Service
Take Pride in America Interagency Program collaborated with the National Park Service to recruit 63 volunteers for this event. Volunteers contributed 315 hours of service and removed 1200 lbs. of trash and litter from the beach area.

Amargosa Valley Big Dune Clean-Up

April 17, 2010 — Amargosa Valley Big Dune Clean-Up- Bureau of Land Management
The Amargosa Valley Big Dune Clean-Up Event included volunteers from Nye County Sheriff's Department and recreationists utilizing this area on a regular basis. A total of 37 volunteers contributed 185 hours of service and removed 50 cubic yards of trash and debris from the area.

Earth Day

April 22-24, 2010 – Hollywood and Alto Residential Area – Bureau of Land Management
The IVP team collaborated with the Take Pride in America Interagency Program (Don't Trash Nevada) and the Bureau of Land Management on this event. The DTN team helped to recruit 131 volunteers for this three day event. Over the three days the 131 volunteers contributed 524 hours and removed 315 cubic yards of debris and litter from this area.

Sandy Valley Earth Day Community Clean-Up

April 24, 2010 – Sandy Valley – Bureau of Land Management
The Sandy Valley Earth Day Clean-Up Event included volunteers from the Sandy Valley community and students from the Sandy Valley Middle and High Schools. 25 volunteers contributed 150 hours and removed 150 cubic yards of debris and litter from this area.

Red Rock Days Clean-Up

May 1, 2010 – Red Rock Canyon NCA – Bureau of Land Management
The Interagency Volunteer Program collaborated with the SNAP Anti-litter and Desert Dumping team (Don't Trash Nevada) and the Bureau of Land Management to recruit 50 volunteers for this

event. Volunteers contributed 250 hours and removed 50 cubic yards of trash from this conservation area.

Great Unconformity Clean-Up

May 6, 2010 – Great Unconformity – Bureau of Land Management

The Interagency Volunteer Program collaborated with the SNAP Anti-litter and Desert Dumping team (Don't Trash Nevada) and the Bureau of Land Management to recruit 50 student volunteers from Bailey Middle School. Students contributed 200 hours learning about and helping to restore this area of geologic wonder. Students removed two cubic yards of broken glass from the area.

Pahrump Area Clean-Up Event

May 8, 2010 – Pahrump Area Clean-Up Event – Bureau of Land Management

Volunteers cleaned-up various dumpsites along the western boundary of the city limits of Pahrump with volunteers from Pahrump Valley 4-Wheelers, and the local community. A total of 14 volunteers contributed 84 hours and removed 60 cubic yards of debris and litter from this area.

West Ann Road Clean-Up

May 15, 2010 – West Ann Road – Bureau of Land Management

Take Pride in America Interagency Program collaborated with the Bureau of Land Management to recruit 3 volunteers for this event. Volunteers contributed 165 hours and removed 32 cubic yards of trash and debris from the area.

Spring Cleaning Clean-Up

May 15, 2010– Spring Mountains NRA – U.S. Forest Service

The Interagency Volunteer Program collaborated with the SNAP Anti-litter and Desert Dumping team (Don't Trash Nevada) and the U.S. Forest Service and recruited 310 volunteers, provided The Don't Trash Work Trailer, and helped staff the event with two UNLV PLI employees. Volunteers contributed 1,240 hours and removed 5,200 lbs. of trash for several Spring Mountains locales.

Overton Wash Clean-Up Event

May 15, 2010 – Overton Wash – Bureau of Land Management

Overton Wash Clean-Up Event with volunteers from Partners in Conservation, the local community and Bureau of Reclamation. A total of 25 volunteers contributed 100 hours and removed 70 cubic yards of trash and debris from the area.

Las Vegas Blvd. and Agate Road Clean-Up

May 22, 2010 – Las Vegas Blvd and Agate Rd Residential Area – Bureau of Land Management

The Interagency Volunteer Program collaborated with the SNAP Anti-litter and Desert Dumping team (Don't Trash Nevada) and the Bureau of Land Management with this clean up by recruiting thirty-five volunteers. Volunteers contributed 231 hours and removed 90 cubic yards of debris from a vacant BLM parcel adjacent to a residential area.

Las Vegas Blvd. and Agate Road Clean-Up

May 22, 2010 – Las Vegas Blvd and Agate Rd Residential Area – Bureau of Land Management

The Interagency Volunteer Program collaborated with the SNAP Anti-litter and Desert Dumping team (Don't Trash Nevada) and the Bureau of Land Management with this clean up by recruiting 35 volunteers. Volunteers contributed 231 hours and removed 90 cubic yards of debris from a vacant BLM parcel adjacent to a residential area.

National Trails Day Clean-Up and Restoration Event

June 6, 2010 – Spring Mountains NRA– U.S. Forest Service

Take Pride in America Interagency Program recruited 26 volunteers for the U.S. Forest Service Sponsored National Trails Day event. Volunteers contributed 104 hours restoring, building, and maintaining trails at Sawmill Trailhead. Volunteers also removed two cubic yards of litter from the area.

North Las Vegas Wash Mud Dune/ Corn Creek Clean-Up

June 26, 2010 – North Las Vegas – Bureau of Land Management and U.S. Fish and Wildlife Service

The Interagency Volunteer Program collaborated with the SNAP Anti-litter and Desert Dumping team (Don't Trash Nevada) and the Bureau of Land Management and U.S. Fish and Wildlife Service by recruiting seven volunteers for this event. Volunteers contributed 28 hours and removed 35 cubic yards of debris from this heavily trashed area.

Table 2. Don't Trash Nevada Sponsored Clean-ups April – June 2010

<u>Date</u>	<u>Agency</u>	<u>Location</u>	<u>Nature of Work</u>	<u>Number of Volunteers</u>	<u>Total Volunteer Hours</u>	<u>Litter removed (cubic yards)</u>
Thur., 4/8/10	Bureau of Land Management	Great Unconformity	Clean-up	64	256	2
Sat., 4/10/10	Bureau of Land Management	Horizon Ridge Pkwy	Clean-up	34	102	55
Sat., 4/17/10	National Park Service	Lake Mead NRA	Eco Dive & Clean-up	63	315	4
Sat., 4/17/11	Bureau of Land Management	Amargosa Valley Big Dune Cleanup	Clean-up	37	185	50
Thur.-Sat., 4/22-4/24/10	Bureau of Land Management	Hollywood Blvd and Alto Ave.	Clean-up	131	524	315
Sat., 4/24/10	Bureau of Land Management	Sandy Valley Earth Day Cleanup	Clean-up	25	150	150
Sat., 5/1/10	Bureau of Land Management	Red Rock Canyon NCA	Clean-up	50	250	50
Thurs., 5/6/10	Bureau of Land Management	Great Unconformity	Clean-up	50	200	2
Sat., 5/8/2010	Bureau of Land Management	Pahrump Area Cleanup Event	Clean up	14	84	60
Sat., 5/15/10	Bureau of Land Management	West Ann Road	Clean-up	33	165	32
Sat., 5/15/10	U.S. Forest Service	Spring Mountains NRA	Clean-up	310	1240	17
Sat., 5/15/10	Bureau of Land Management	Overton Wash Clean-up	Clean-up	25	100	70
Sat., 5/22/10	Bureau of Land Management	Las Vegas Blvd and Agate Rd.	Clean-up	35	231	90
Sat., 6/6/10	U.S. Forest Service	Spring Mountain NRA	Clean-up & Restoration	26	104	2
Sat., 6/26/10	Bureau of Land Management/ U.S. Fish and Wildlife Service	North Las Vegas/Corn Creek	Clean-up	7	28	35
Totals				904	3934	934

Table 2 summarizes all Don't Trash Nevada sponsored clean up events from April - June 2010.

Additional Dumpsters and Roll-off

In this quarter, Take Pride in America in Southern Nevada supported multiple clean-up efforts with the roll-offs needed to remove the waste. The team provided over 900 cubic yards of roll-off space.

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

July 5, 2010

Date

ATTACHMENTS

Anti-Litter Team
Meeting Agenda
April 15, 2010

Meeting Called By: Erika Schumacher, team lead

Participants: Beth Barrie, Nancy Bernard, Bob Loudon, Amy Sprunger

Location: USFS Annex Conference Room

Guests: LaNelda Rolley, B&P Advertising

Start	End	Time	Item	Contact
1:00 PM	3:00 PM	2:00	Messaging Campaign: The team will review creative options for the next phase of the messaging campaign.	LaNelda Rolley, B&P Advertising
Total		2:00		

Anti Litter Team Meeting Minutes

Date: April 15, 2010

Location: USFS Annex Building

Meeting Called by: Erika Schumacker

Attendees: Beth Barrie, Nancy Bernard, Gordon Gilbert,

Guests: LaNelda Rolley, B&P advertising

Agenda Item: Marketing Campaign Creative

Overview: Team members reviewed creative ideas for the next phase of the marketing campaign and provided feedback to B&P advertising.

Four creative ideas were presented: DTN written on pieces of trash, DTN with wildlife, trash in the shape of NV and Super Hector needs a Super You.

All the pieces (tv is base, radio, print) of each creative set fit together so messing with one might affect the others.

Super Hector more for kids, would work for adults too or we could pick another creative set for adults.

TV ad concept: tag line Keep our State in a Beautiful State; Tv starts beautiful and then scrolls up to reveal trashed area.

Dispose of trash properly is the message that comes before picking up your trash, i.e., we're saying First of all don't trash.

Trash in the shape of the state.

Hub cap on turtle – put garbage in its proper place; could have other animals with other trash too while they're fun for us they're home for others.

Need a month for tv, less time for others.

Two years is a good year for a campaign to run, pick two and run one later.

Super Hector – feasibility of running a mini campaign.

LaNelda suggests doing the one with cup trash then animal one in two years .

Gordon's idea of having 4-wheeler drive by and then tortoise comes out of pile of trash; you recreate here but it's home for some, the turtle in the turtle one could come out of the trash in the cup one to serve as a bridge between the two campaigns.

Super Hector radio spot could be an ad in school.

Next step LaNelda will put electronic copy on grovesite, Sarah will review; presented to board on the 30th; team needs to be there and show all and describe the progression, show where we're headed.

Share Super Hector with Education; Litter team needs to meet with EE team to tell them our plans and hear their plans.

Anti Litter Team Meeting Minutes

To place media just need 2 weeks but production needs longer; go ahead and get ducks in a row

ACTION ITEMS

- *Beth will get a review of the creative on the agenda for the SNAP Board meeting in late April.*
 - *LaNelda will post electronic copies of creative for Sarah to review for SNAP messaging compliance.*
-

Anti-Litter Team
Meeting Agenda
 May 25, 2010

Meeting Called By: Erika Schumacher, team lead

Participants: Beth Barrie, Nancy Bernard, Bob Loudon

Location: conference call (218) 862-1000 Access Code: 90038*

Start	End	Time	Item	Contact
9:00 AM	9:45 AM	0:45	Round Table: Team members will provide updates on litter related topics from their agencies	Team members
9:45 AM	10:00 AM	0:15	Messaging: The team will provide input on the two street team events, deciding on locations (Red Rock and/or LAME) and dates (July 4th weekend and/or Labor Day weekend). The team will also decide if B&P is not able to secure prizes for a contest, if the agencies be willing to provide free or discounted entrance fees for those bringing back a full trash bag at the end of the day.	Beth Barrie
10:00 AM	10:15 AM	0:15	Hectors Helpers: The team will receive an update on the status of the adoption coalition and the West CTA school program.	Beth Barrie
10:15 AM	10:45 AM	0:30	GIS database: The team will discuss the issues of baseline data and how extensive the inventorying and monitoring should be.	Team members
10:45 AM	11:00 AM	0:15	Recycling: The team will review the feedback the AAEQ president provided on recycling at clean ups. They will also discuss the possibility of collaborating with Wyndham properties on recycling branding.	Beth Barrie
Total		2:00		

Anti Litter Team Meeting Minutes

Date: May 25, 2010

Location: Conference Call

Meeting Called by: Erika Schumacker

Attendees: Beth Barrie, Nancy Bernard, Bob Loudon

Agenda Item: Roundtable

Overview: Team members provided updates on litter related activities at their agencies.

USFS

Spring Cleaning Event - 300 people in attendance. A total of 3000 lbs of litter removed. The resort hosted the bbq and provided food. There were education booths out front.

Recycling still being worked out with NVCCU for USFS but almost done;

Maria's report on winter littering, includes visitor profile; talked to 500-800 people, lots of people are repeat visitors, come up 2-3 times in winter but not in summer, gets to be a meltdown point where it gets so busy and everything falls apart – safety, litter gets left behind; they try not to leave litter behind but they get cold, wet and give up trying to get to dumpster or it blows away; there's the intention to do something with the litter but during meltdown times they just dump it/leave it; under normal circumstances they try to take care of their litter; LE is in place but system in place for snowplay to be successful is not there; have system for meltdown (LE) but not hosting to prevent meltdowns.

Discussion about the findings, conclusion is that this is beyond litter team; it's a USFS recreation planning issue.

Patty will have about 3 groups per week and individual volunteers that help along roads.

NPS

Switching gears from events to informal volunteer opportunities; impromptu beach clean ups; no OZ crew in summer but it will be up in fall (training for boat operation will occur over the summer).

Working with Boulder City disposal on new contract that will include some recycling – expanding pilot that was at park HQ and the admin warehouse to include public areas at Boulder, will get volunteers to drive to remote areas and bring it to central location, recruit for volunteers in the fall if contract goes thru, volunteers would drive government vehicles.

BLM

Congresswoman Titus clean up on Saturday May 22 in response to Channel 13; Tuesday only had 4 people signed up, ended up with 20-25 people, board of directors from trailer park; Titus and some of her staff; dumpsters filled up by 10:30; family throwing diapers over the fence; before and after photo and post them in common areas; post info about hazards of throwing stuff over; aides asked about help from county – They were told the county won't help with equipment aide says he will help;

Clean ups are dying down for the summer. The crew will be working on NEPA stuff, they'll be testing out some post and cable;

BLM received \$65K to GPS and sign non attainment boundary for air quality.

Anti Litter Team Meeting Minutes

ACTION ITEMS

- *Beth will review the SMNRA winter litter report and post to Grovesite*
-

Agenda Item: Messaging

Overview: The team discussed the street team concept.

Discussion

NPS - For any of the big holidays you'd need a special use permit and they usually don't give them; capture opportunities that already exist. June 12 Kim Roundtree 565-8958 callvillegm@anv.net National Marina day could do the street team there and have booth;

USFS – Meadow is the location and Fourth of July is good; Bob could get with SNC about 10% off at gift shop and gift.

Erika indicates there's a group of 3-4 people that have made every event; Beth will get with LaNelda about ordering some DTN t shirts and prices for bulk stuff.

ACTION ITEMS

- *Erika and Nancy will look into day use pass and other possible donation options*
 - *Bob will get with SNC about 10% off at gift shop and gift*
 - *Beth will send street team suggestions to LaNelda and ask her about tshirts*
-

Agenda Item: Baseline Data

Overview: Team members discussed approaches to obtaining baseline data.

Discussion

Bob thinks that selecting sites versus randomization is better but the big variable is have we cleaned it recently; we could look at a consistent time and spot and get an overview of the area.

Nancy – it'd be nice to have a mix of developed areas (Boulder Beach) and some of the backcountry sites like government wash; with lake levels dropping people are going other places so 8-0 is getting more littered, it now has a launch ramp.

Erika – in-valley parcels are one count, out of valley would be different; issues are different; similar to Nancy's developed and undeveloped.

Adopt a cove – people pick but if they don't have a specific spot they're assigned one that's close to them; the NPS organizes clean ups for the high need areas.

Nancy says 25 spots exist that could be monitored but 100s of coves exist on top of that amount.

Bob has the meadow, pull outs, popular spots where people picnic and snowplay; don't need to do campgrounds.

Anti Litter Team Meeting Minutes

Erika mentions Gold Butte could be an area to include for backcountry.

Nancy stated desert dumping is near entrance station; car crash canyon – known areas that people use to do illegal things we need to monitor; restoration team might have a better understanding of hot spots.

Erika stated Sunrise is an example of the trash moving. The Unconformity is not a problem, but not N. Hollywood and Alta is a problem.

Nancy said it's gone down at government wash but up in other areas; also agency developed roads so there's management there.

Bob asked if there a location where it's always near there but shifts along the road; for recreation sites can clean a place and then a week later (designated amt of time) do a sampling method of how much is there; would give sense of up and down over time; would give a sense.

Desert dumping would need to randomly choose areas along the urban interface and within parcels downtime.

Bob thinks it is important to come up with some sort of way to compare; to be able to say people are doing more or they aren't doing more.

ACTION ITEMS

- *Beth will have Heather work with the GIS team to develop a proposal for creating a baseline measurement based on the above discussion.*
-

Agenda Item: Recycling

Overview: The team members reviewed feedback from the AAQ president and discussed recycling branding.

Discussion

Nancy gives groups a blue bag to put recyclable items in; Erika says could do this at some clean ups that have lots of water bottles/pop cans.

Recycling Branding

Don't let it become all consuming; Erika would like to see it take off and jump on someone's shirt tails for the public.

Bob – the blue thing seems to be universal, with recycling; could add DTN logo.

SNAP needs to come up with it soon, have a decal that could be put on;

Anti Litter Team Meeting Minutes

ACTION ITEMS

- *Beth will have Heather contact Las Vegas Paving/Wells Cargo to get price quotes for participating in clean ups that have a lot of concrete.*
 - *Beth will get with Sarah about coming up with decal and colors for SNAP.*
-

Anti-Litter Team
Meeting Agenda
 June 22, 2010

Meeting Called By: Erika Schumacher, team lead

Participants: Beth Barrie, Nancy Bernard, Bob Loudon, Amy Sprunger, Nathan Coleman

Location: USFS Annex Bldg Conference Room

Start	End	Time	Item	Contact
9:30 AM	2:00 PM	4:30	Keep America Beautiful: The national director of education for KAB will meet with the team to discuss the next steps in creating a state wide Don't Trash Nevada program.	Sue Smith
2:00 PM	2:05 PM	0:05	Messaging: The team will review the July 4th street team event and provide needed feedback.	Beth Barrie
2:05 PM	2:10 PM	0:05	Hectors Helpers: The team will receive an update on the status of the adoption coalition and the West CTA school program.	Beth Barrie
2:10 PM	2:30 PM	0:20	Round Table: Team members will provide updates on litter related topics from their agencies	Team members
Total		5:00		

Anti Litter Team Meeting Minutes

Date: June 22, 2010

Location: USFS Annex Building

Meeting Called by: Erika Schumacker

Attendees: Beth Barrie, Nancy Bernard, Patti Conant, Nathan Coleman

Guests: LaNelda Rolley, Heather Whitesides, Sue Smith

Agenda Item: Keep America Beautiful State Wide Programming

Overview: Sue Smith, Education Director of Keep America Beautiful, met with the team to assist in moving the development of a statewide Don't Trash Nevada program forward.

Models

Various models exist for developing a statewide anti-litter program. Examples include:

- New Mexico's program sits in the state tourism department
- Nebraska's program is a standalone nonprofit as is Arizona and Louisiana (In Louisiana every time you renew your driver's license 25 cents goes to Keep LA Beautiful providing \$800K in funding for the program)
- Texas is a state DOT program
- CA is affiliated with the state DOT but has a standalone nonprofit
- GA is in the Dept of Community Affairs with a budget of \$600K

KAB's mission is to engage individuals to take greater responsibility; education is the key.

Cities and states are not certified as affiliates unless citizens, business and government come together

KAB initiatives

Examples of successful KAB initiative include:

- America recycles day November 15th, a partnership with the National Recycling Coalition
- Recycling on the Go – testing out the program on National Mall. KAB sponsored national surveys indicating people think recycling is the best thing they can do for the environment so they are working on this recycling program.
- People's Garden Initiative.
- Twenty-three environmental courts developed w/KAB; Memphis TN was the first.
- Keep Your Campus Beautiful to reach out to the next generation. This program is only available where there is a local affiliate already in place.

First step might be to certify a regional program instead of going for the state; KAB can help the most at a state level.

Need letter of support from highest ranking official, which for the state would be the governor; for regional programs letter of supports from highest ranking official like county official (e.g. NE county executive and watershed person since watershed is unifying feature).

Anti Litter Team Meeting Minutes

Return on Investment numbers calculated for city affiliates but states turn in their own reports that they produce for their board or Dept. head.

KAB will certify the state and provide training to any and all that the state wants to be in the room.

State leaders council – advises KAB president on policy issues.

Requirements of State Affiliates (handout provided)

KAB will help in board development; They highly encourage a board set up for Nevada so company executives can serve on the board.

One time certification fee of \$5K for the state but no fees beyond that.

Governor has to be on board.

Highly encourage 501 c3 structure but other structures can be used:

- Responsibilities to local affiliates
- Renew partnership on a yearly basis

Discussion

Strength – strategic plan

Opportunities – diversity of business and government groups interested in working together on anti-litter and desert dumping in southern Nevada.

Threat – FACA can't have a committee where it influences how government does business because it has to be open to public input and not just people you've invited to the table.

The Board would need to be clearly defined and members would need to be strategically invited.

Will have to have federal government reps on board but also have state officials.

Need to look at other states that have a lot of public land. For example with the Tsongas Rainforest affiliate the federal government has ex officio seat.

A designated funding source needs to be identified.

Figuring out the structure of the 5 legged bench (citizens, business, local government, state government, federal government) and developing a designated funding source will be the challenge.

The suggestion was made to set a date for 18 months for certification of Keep Nevada Beautiful and open up the door to bring other people into the process.

Waste Management is chairman of the board for KAB so reaching out to Northern Nevada is important.

Anti Litter Team Meeting Minutes

Asking the board members to make a tangible contribution is a successful model. For example in Nebraska the corporate board members have to pay \$5K and every individual of the board is a paying member of the nonprofit organization.

State board executive director will be trained to reach out to communities to get them to become affiliates.

Benefit of membership is that KAB can provide supplies such as bags.

Discussion of statewide DTN (this discussion occurred after Sue had left).

Are fed agencies the ones to push it forward?

Nathan suggests getting Nye County involved.

Nancy suggests that KLVB be the ones that ask governor.

In August the team will brainstorm groups/partners based on the KLVB list that is being developed during their strategic planning process.

Next steps include:

- Looking at other state nonprofits specific to environmental concerns
- Reaching out to partners of DTN to bring in other people
- Identifying funding sources, people to be involved, organizations to be involved
- Providing the SNAP Board with progress reports

Have to pick your battle and have a victory you can publicize as the statewide program gets underway. If there isn't a recognized state leader in recycling in the state of Nevada Keep Nevada Beautiful can take the lead in bringing recycling groups together. The first step is to determine who the players are in recycling in the state.

ACTION ITEMS

- *Heather will follow up on UPS grants.*
 - *Beth will send Sue information on Nevada's cancer medication recycling laws*
 - *Sue will give some recommendations from KAB, and provide list of other state boards, and membership packet samples, legislation from LA on 25 cent renewal and Texas license plate, AZ log and 10-15 samples of pocket ashtrays.*
 - *Beth will add brainstorming list of potential partners to August team meeting agenda*
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Agenda Item: Messaging

Overview: Team members received a briefing on the street team event for the USFS.

Street team will be wearing DTN shirts and passing out 13 gallon size white bags with DTN symbol; at future events they will also have 13 gallon size blue bags with DTN and recycling logo on them. When

Anti Litter Team Meeting Minutes

people return a bag full of trash and complete a contact card they will be entered into a drawing for a \$50 gift card to Whole Foods; Whole Foods donated soft sided coolers as prizes.

Patti would like to participate the day of the event;

ACTION ITEMS

- *Beth will order a 10 yard roll off for Upper Lee Meadows*
 - *Nancy will talk to Naomi about Labor Day street team special use permit.*
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Agenda Item: Roundtable

Overview: Team members provide updates.

National Park Service

In September Lizette and Nancy can meet w/concessioners and show proofs of imaging and messaging for recycling bins; LaNelda will ask B&P to give a quote on developing a unified look for the recycling bins.

NPS is doing beach clean ups throughout the summer, targeting young kids; team approves ordering some tshirts; we'll order 100 medium and large youth size to get them in as soon as possible without a rush order.

LAME will become e-recycling for SNAP agencies, GSA will come in and take the stuff, computers go to prisons to be stripped and/or reworked to be donated to schools.

Procurement getting done with Boulder City Disposal for contract on garbage and recycling; Instead of NPS owning dumpsters Boulder City Disposal will be owners and will trade them out every so many years; they are open to having DTN messaging.

Nancy's staff doing beach clean ups last weekend 6 kids and some parents; problem is volunteer forms – people don't want to fill out forms so Nancy's team is going to figure out minimal they need to fill out; good to get info because it will help target education; if they are local educate one way; if national/international it's a whole another story; park is trying to streamline volunteerism in the park, some units doing their own volunteer stuff without notifying volunteer department, streamlining how info comes in, what info is given.

The volunteer banquet will be October 16th at UNLV.

Placer Cove almost have to babysit, minute police leave the glass and Styrofoam comes out; posters placed in stores but park will be doing more to put signs in the right place.

USFS

YCC crew is cleaning Deer Creek every Monday; juvenile detention group coming every other week;

FWS

Nine signed up for the upcoming clean up event.

Anti Litter Team Meeting Minutes

Recycling going well January it took a month, on 3rd bin since January; Last 2 bins they brought out lids are busted making it difficult to open; VC construction will be starting; site utility improvements will start in August, entrance road will be realigned.

Recycling – Red Rock Audubon Society has at their monthly meetings asked people to bring in cans to recycle so they can cash them in.

For FWS Gas Peak clean up needs to be organized sometime in the fall with volunteers.

BLM

NPLD is September 25th: BLM will be doing NPLD on September 25th at Great Unconformity.

805 cubic yards more of trash than all of last year at this point; a big portion of that increase is that Nathan's crew has access to a bobcat.

Last week went to American Video Inc. toured facility; looked at how their tool could be used for some BLM areas; possibility to get trial equipment to do 24 hour video surveillance of some of the problem areas; this company is willing to help BLM get what they need but it will cost something; TRAFX – road goes thru a dump area will use this device to be able to track activity so LE can watch; Cold Creek Rd. week and a half time 13 dump trucks dumped – want to get media involved because this contractor probably dumped 200 piles at another site; Next volunteer clean ups will be in September; Nathan's crew will be cleaning up some places this summer and working on consolidating data into a GIS system.

ACTION ITEMS

- *LaNelda will ask B&P for a quote to develop recycling imaging and will order 100 medium and large youth size t-shirts to get them in as soon as possible without a rush order for NPS beach cleanup give aways.*
 - *Beth will get Bailey middle school podcasts to put on DTN website*
 - *Beth will submit a volunteer event profile form for FWS Gas Peak event*
 - *Heather will nominate Tall Scott and Claire for a Volunteer of the Year award*
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