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Executive Summary

- The GIS database was field tested.
- Three youth groups began the Hector’s Helpers curriculum.
- America Recycles Day event planning occurred.
- Forms were developed for the volunteer monitoring program.

Summary of Attachments

- Appendix A: Meeting Agenda & Minutes
- Appendix B: Social Media Squad position description

Introduction

At the turn of the century the Las Vegas metropolitan area was one of the fastest growing in the country. With a population now nearing two million, litter and desert dumping in southern Nevada have become pervasive on the public lands. In addition to defiling the natural aesthetics of the federal lands, non-hazardous and hazardous litter (e.g. drug paraphernalia, automobile batteries, used motor oil and other chemicals, and recreational vehicle dumping) pose a threat to humans and animals and plant species. The federal land managing agencies do not have the capacity to address this rampant problem. Therefore, it was critical to develop and adopt a unified community-based anti-litter partnership program for the federal lands in southern Nevada to address this problem.

Thus, in Round 4 and 5 the “Take Pride in Southern Nevada” program was initiated through a Great Basin Cooperative Ecosystems Studies Unit (GBCESU) cooperative agreement under the SNPLMA Conservation Initiative category. Under that program community partnering grew, the messaging campaign was developed, and the clean-ups were initiated. The current task agreement builds on this success and seeks to prevent the public lands from reverting to their previous state as well as preventing the public education effort drop away.
The University of Nevada Las Vegas Public Lands Institute (PLI) has designed the Take Pride in America (TPIA) Phase III work plan based on the strategic plan developed by the Southern Nevada Agency Partnership (SNAP) anti-litter and desert dumping team during Phase II of the program. The strategic plan identified four issues the team faces:

**Collaboration** – Historically there has been minimal success in collaborating on litter and desert dumping issues between government, public works and corporate stakeholders in Southern Nevada.

**Community involvement** – While there has been continued success involving individuals and small groups in litter and desert dumping issues, there has been little neighborhood, community and civic group involvement in solving the problem of litter and desert dumping.

**Lack of data** – Valid data is needed in order to develop and measure effectiveness of team efforts. Examples of data needed include the amount of litter that exists, the effectiveness of messaging campaigns, and the social psychological profile of litter and desert dumpers in Southern Nevada.

**Sustainability** – Funding for the Anti-litter and Desert Dumping team originates with the sale of Bureau of Land Management land. This is not a sustainable source of funds since there is a finite amount of land which is appropriate to sell. Additionally, the economic forces impacting the real estate market make it an unreliable source of funding. Consequently the team must find strategies to sustain the program through other means than in kind donations and the Southern Nevada Public Lands Management Act funds.

The objectives identified in the task agreement will be reported on with reference to these issues.

**Collaboration**

**Objective: Update the GIS Data base**
During this quarter GIS scientists at UNLV successfully integrated the BLM desert dumping data into a GIS database designed to enable BLM staff to conduct site assessments with GPS units that port data directly into the GIS database. Four field tests of the GPS units were conducted to ensure the data collected would assist in coordinating clean ups of blighted areas. Revisions to the database were made based on the field test.

**Community Involvement**

**Objective: Assist in coordination of a minimum of 12 clean-ups per year**
In Phase II of the TPIA program multiple clean ups were organized for volunteers to attend. The majority of the planning was done by federal employees and their partners. For Phase III PLI has begun implementing the Hector’s Helpers program under the guidance of the Youth Outdoor Leadership Academy to enable youth to assist in the coordination of clean-ups. The Hector’s Helpers program provides an opportunity to bring environmental education to students and
provides them with knowledge, skills and abilities in environmental citizenship. The Public Lands Institute provides a once a week hands-on curriculum based on the Earth Force process model. Students take a field trip to clean up BLM land and learn general environmental concepts such as community, conservation, recycling, and litter prevention. During the program the students develop a comprehensive anti-litter project of their choosing.

During this quarter the Public Lands Institute began the Hector’s Helpers program with four groups: West Prep after school club, Andre Agassi Boys and Girls Club, East Las Vegas Community Center Youth Council, and McCabe Boys and Girls Club. This was made possible due to the participation of the Public Lands Institute (as a representative of the SNAP anti-litter and desert dumping team) on the Keep Las Vegas Beautiful committee, a program of the City of Las Vegas. The city provides access to youth groups to work with and supplies snacks for the youth, many of whom face food insecurity issues. No clean ups were conducted since the programs were in their initial meetings during the quarter. Figure 1 contains a summary of the clean up data.

![Youth Initiated Clean ups](image)

Figure 1. Clean up data

**Objective: Update Don’t Trash Nevada web site**

During this quarter the SNAP anti-litter and desert dumping team selected a design to be used to revise the website and received input from the SNAP executive director and the SNAP visual media specialist on SNAP logo placement. The company contracted to design and develop the new site was provided with content for the pages and work progressed on designing and populating the pages.

**Objective: Implement Phase four of the Messaging campaign**

Since the beginning of the TPIA in Southern Nevada program, a multi-phase messaging campaign has been conducted. PLI works with marketing professionals to develop creative materials and media placement plans for the anti-litter and desert dumping team to review and
Phase Four is improving upon previous phases with the addition of a social media component tied to the Don’t Trash Nevada website. The social media component will enhance community involvement through the use of Web 2.0 strategies, taking the current Don’t Trash Nevada website and evolving it into a place for community members to interact and discover ways to become involved in solving the litter and dumping problems in Nevada.

During this quarter staff at the Public Lands Institute met with the Information Technology instructor at West Career and Technical Academy to collaborate on the development of training materials for high school students interested in serving as members of a Social Media Squad. A position description was developed (see Appendix B) and topics for training sessions were identified. Plans were made for students at the high school enrolled in the social marketing class and members of the high school’s DECA (Distributive Education Clubs of America) club to be recruited to serve as pilot members of the Social Media Squad. DECA “prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.” Participation in the social media squad will support the mission of the club while helping meet the objective of the task agreement, a win-win partnership to be sure.

Objective: Initiate and complete pilot litter program from Mt. Charleston to Lake Mead

The Public Lands Institute has contracted with Language Sources to develop and help implement a beach host program at Lake Mead based on the snow host program conceived of for Mt. Charleston. Language Sources has extensive contacts in the Hispanic community which makes their services essential. The beach host program seeks to engage the Hispanic community in stewardship volunteer opportunities. Language Sources will ensure the program is culturally relevant and will use their connections in the community to assist in recruiting participants. They are familiar with the goals and objectives of the TPIA in Southern Nevada project since they have produced successful Hispanic Outreach materials for the TPIA in Southern Nevada program in the past.

Objective: Implementation of Building of Staff and Volunteer Technological Competency

The training that began development this quarter for the Social Media Squad (see above) builds volunteer technological competency in addition to enhancing the media campaign.

The field testing that occurred this quarter as part of the updating of the GIS database (see above) provided staff with technological training to properly use the data fields on the GPS units, enabling them to plan desert clean ups while still in the field.

Development of the forms and protocol for volunteers to use in monitoring historic, current and potential desert dumping sites occurred during this quarter. This will build volunteer technological competency as the volunteers will be trained to enter the data on the forms into the GIS database (see below).

Lack of Data
Objective: Develop GIS data base to report and document desert dumping through the use of volunteers

In this quarter the Public Lands Institute worked with the UNLV GIS lab director to create a database based on the SNAP cultural site steward database. The cultural site stewards program is an award winning data collection program with over 450 active volunteers. The developer of the template modified the data fields to reflect litter and dumping terminology and developed forms for the volunteers to use in the field, replicating the process the cultural site stewards use. He also attended the field testing of the GPS units to develop an understanding of the various components of the GIS database into which the volunteer data will be integrated.

Sustainability

Objective: Test, refine and implement the Interagency Public Lands Recycling Plan as widely as possible, and in a cost effective manner that potentially can be self-sustaining

The heart of the Interagency Public Lands Recycling Plan is the use of common images on recycling containers on the public lands. To sustain this program it will be necessary to encourage other public and private land managers and owners to use the same images. This quarter plans were developed to increase the visibility of the Interagency recycling logo by participating in the celebration of America Recycles Day (ARD).

A Memorandum of Agreement was signed permitting the Public Lands Institute to serve as the statewide coordinator for ARD events registered with Keep America Beautiful (KAB). This ensured that every group hosting an ARD event would be contacted by PLI as a representative of the SNAP anti-litter and desert dumping team. An introduction to Don’t Trash Nevada was provided, including the recycling logo, and an offer to assist in reporting their results to KAB after their event was extended. Additional assistance was offered to registered groups when feasible.

The anti-litter and desert dumping team partnered with Keep Las Vegas Beautiful and the UNLV Rebel Recycling program to expand the ARD event that the team participated in last year. During this quarter plans were made to register the event into the Environmental Protection Agency Game Day Challenge. This challenge involves collecting as many recyclables as possible during a college football game and weighing them. The college or university with the most amount of recycling at a registered game wins the challenge. To meet the objective of the task agreement, plans were made to use Don’t Trash Nevada bags which have the recycling logo on them for the collection of the recyclables.

In addition to providing bags, the team is responsible for recruiting volunteers and assisting with the sign-in procedures at the event which is scheduled for November 5, 2011. The team also decided to purchase a sponsorship package which includes showing the recycling logo on the JumboTron throughout the game accompanied by a message from the announcer.

Objective: Deliverables may include other items as the program evolves and develops further as it relates to desert dumping, recycling, and educating the public on these matters.
The anti-litter and desert dumping team discussed the need for working with a partner to seek funds to support a Don’t Trash Nevada project manager position beyond the term of the current task agreement. To facilitate this process the Public Lands Institute began to compile information that will be used to create a position description that can be shared with potential donors.

**Objective:** Adhere to the policies and procedures identified in the effective SNPLMA Implementation Agreement for executing this project per the authority of the Southern Nevada Public Land Management Act of 1998 (SNPLMA, P.L. 105-263).

All policies and procedures were adhered to in this quarter.

**Objective:** Ensure any necessary permits or environmental clearances are obtained if required for this project.

Public Lands Institute staff working with the City of Las Vegas youth councils underwent a background check which included drug testing in order to meet the clearance requirements of the city.

Submitted by: Margaret N. Rees, Principal Investigator

November 18, 2011
Attachments
Appendix A
Meeting Agenda & Minutes
**Anti-Litter Team**

**Meeting Agenda**

August 23, 2011

**Meeting Called By:** Erika Schumacher, team lead

**Participants:** Beth Barrie, Nancy Bernard, Bob Loudon, Amy Sprunger, Gordon Gilbert

**Guests:** Kate Hanson, Sarah Otero, LaNelda Rolley

**Location:** Water Safety Building

<table>
<thead>
<tr>
<th>Start Time</th>
<th>End Time</th>
<th>Duration</th>
<th>Item Description</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM</td>
<td>9:30 AM</td>
<td>0:30</td>
<td><strong>Round Table:</strong> The team will share updates.</td>
<td>Team members</td>
</tr>
<tr>
<td>9:30 AM</td>
<td>10:30 AM</td>
<td>1:00</td>
<td><strong>Statewide Collaboration:</strong> The team will be briefed on the statewide collaboration meeting that was held in July and discuss the desired next steps.</td>
<td>Erika Schumacher</td>
</tr>
<tr>
<td>10:30 AM</td>
<td>10:35 AM</td>
<td>0:05</td>
<td><strong>Break</strong></td>
<td></td>
</tr>
<tr>
<td>10:35 AM</td>
<td>11:20 AM</td>
<td>0:45</td>
<td><strong>Website Redesign:</strong> The team, Kate and Sarah will review the design boards for the website and provide feedback.</td>
<td>Beth Barrie</td>
</tr>
<tr>
<td>11:20 AM</td>
<td>11:35 AM</td>
<td>0:15</td>
<td><strong>America Recycles Day:</strong> The team will discuss and decide what they would like to do for America Recycles Day.</td>
<td>Erika Schumacher</td>
</tr>
<tr>
<td>11:35 AM</td>
<td>12:05 PM</td>
<td>0:30</td>
<td><strong>Monitoring Program:</strong> The team will receive an update on the development of the monitoring program and information sharing portal.</td>
<td>Beth Barrie</td>
</tr>
<tr>
<td>12:05 PM</td>
<td>12:30 PM</td>
<td>0:25</td>
<td><strong>Fall Events:</strong> The team will share information on upcoming fall events.</td>
<td>Team members</td>
</tr>
</tbody>
</table>

**Total:** 3:30
Agenda Item: Statewide Collaboration

Overview: The team received a briefing on the July 13-14 statewide collaboration meeting.

Erika thought it was a good meeting. Definitely a follow up needs to be done. There was a lot of interest in what other places are doing. Seems like this was the first time something like this came together. There was a lot of interest in what’s happening in other places. Education was a big thing people were interested in collaborating on. Definitely took away that if we want to do something we’ll need to bring in politicians. Washoe County law enforcement is very proactive, priority for deputies but it’s coming down from the top.

It became apparent that the entire state can’t tackle it the same way. Southern Nevada, Washoe County and then the rest of NV have different logistical challenges. If we continue we’ll have to take the things all 3 groups can work on together and help with the other stuff where we can; really have to have Republic and Waste Management involved; Republic isn’t getting the word out about the transfer station stuff but they are involved in the So NV community; Waste Management isn’t as involved in the community; Erika would like to do another meeting but the board not supportive of further efforts. The board indicated regional collaboration (i.e., Southern Nevada) would be better.

Next Steps

If we work with the smaller towns then they’d know not to bring Styrofoam

Education and community involvement/volunteerism if they’re involved at their community level they’re better visitors to public lands

The idea of a So NV or Clark County would be worth the effort but we’re already working together in Clark County

NV Mining Association could be approached to fund a state organization; they’re interested in improving their public perception to avoid increased taxes

NV League of Cities could have a table where people could sign up to be involved

Continue slowly building collaboration.

ACTION ITEMS

- Beth will work with LaNelda to put together a proposal packet to approach the NV Mining Association.
- Beth will contact the NV League of Cities about having a booth at their meeting.

Agenda Item: Website Redesign

Overview: The team reviewed the revised mock up of the website layout with LaNelda Rolley, receiving input from Kate Hanson and Sarah Clark.
Anti Litter Team Meeting Minutes

SNAP/SNPLMA – they don’t want to use these acronyms. It should read Federal Partners

SNAP logo – send Sarah .pdf so she can play with placement; should be on main landing page of each section; needs to link to snap.gov

On home page Why Should you Care should be on top

Make sure font size is accessible

Need to document the people resources that it would take to keep the site up and running

Board wants team’s efforts to focus on Southern Nevada and solidifying local clean up efforts

Send Sarah social media elements so she can get them approved by DoI web council

Make it read in a mobile device.

**ACTION ITEMS**

- *Beth will communicate this feedback to B&P so they can make the necessary revisions.*
- *Beth will send Sarah the .pdf of the mock up so she can determine the placement of the SNAP logo.*
- *Beth will send Sarah the social media plans so she can get them approved by the DoI web council.*

**Agenda Item: America Recycles Day**

*Overview: The team decided what they wanted to do for America Recycles Day.*

Last year’s event was well received and highlighted by Keep America Beautiful so it makes sense to do the same thing. We could involve schools as volunteers. We’ll need more recycling ambassadors this year.

NPS Cottonwood Cove Eco Dive October 8th and Placer Cove clean up Nov. 12 will be in honor of ARD.

Be fun if UNR and UNLV compete; could do a flash trash mob for Homecoming on recyclables;

**ACTION ITEMS**

- *Beth will get the MOA for serving as the state coordinator to Kate for her signature.*
- *Heather will coordinate with Tara Pike on the logistics and volunteer recruitment for the event.*

**Agenda Item: Database and Monitoring Program**

*Overview: The team reviewed the database plans and determined a schedule for the monitoring.*

The monitoring should be done twice a year. We will need to pick those dates carefully; July 5th Placer would be a mess.

LAME has 150 adopted areas, some of these could be included in the monitoring.

Online Group registration process should be built and we’ll decide later when to turn it on

Mobile and Website public reporting of dumpsites – should be built and we’ll decide later when to turn it on; invite Eric to the meeting to discuss the details of this process.
**Anti Litter Team Meeting Minutes**

**ACTION ITEMS**

- Beth will communicate the decision to Craig Palmer (the person creating the sampling for the monitoring program) and Fon Duke (the MDEP Program Manager who will build the online registration and mobile app)

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**Agenda Item: Fall Events**

Overview: The team reviewed fall events.

- IVP team still needs to meet about Fall events
- Interagency – Sept 24 NPLD Government Wash litter event as many people show up no limits
- October 1st Large scale 50+ Placer Cove Be the Change Day open to public
- Great American Clean up March 24th somewhere in Boulder
- FWS southeast corner is reduced problem now; shooting park cut off access, post and cable diminished the problem.
- BLM Red Rock for NPLD will do clean up at Lucky Strike and will probably tie into road to Corn Creek.

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**ACTION ITEMS**

- None

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**Agenda Item: Round Table**

Overview: The team provided updates on litter and dumping issues in their agencies.

**NPS**

- Losing Elizabeth in December won’t be able to hire a term to replace her but still looking to hire thru GBI or SCA. Spring planning will be delayed as a result of this staff turnover.

**BLM**

- Melissa started yesterday; fire crews start back up on post and cable in October; hoping to get NCC crews in CTA; got clearance to put post and cable in near CTA; They are in the process of getting a blanket NEPA for Clark County instead of doing it site by site. This will make it easier to accommodate volunteer groups since it will reduce the time needed to select a site.

**FWS**

- Assistant manager will be out for an indefinite amount of time; working on end of fiscal year reports done; Amy won’t be at next month’s meeting

**USFS**

- No updates.

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**ACTION ITEMS**

- None
Appendix B
Social Media Squad Position Description
Don’t Trash Nevada Social Media Squad Position Description & Requirements

POSITION DESCRIPTION OVERVIEW

As a member of the Don’t Trash Nevada (DTN) Social Media Squad (SMQ), students will become public advocates of DTN in social media spaces. The goal of the DTN SMQ program is to provide students with a complete understanding of how social media works, as well as how to successfully manage social channels in a manner expected by potential employers.

Members will receive training and certification, prior to managing the DTN brand in public facing position, requiring excellent judgment and discretion. Once they are actively managing the program, SMS team members will be required to present new ideas, as well as reports on the performance of campaigns.

SMS TEAM MEMBER TRAINING

Members of the SMQ team will undergoing training on social media systems, as well as learn the organization’s brand standards and key messages. When training is complete, and certification earned, members of the SMQ team will be empowered to post messages and engage in conversations within the DTN social media channels. Training modules include the following, which must be completed before certification is achieved and SMQ team members are allowed to participate in social media efforts:

**Common Sense 101:** Before entering the world of social media, prospective members of the SMQ team will need to understand the consequences of posting materials. This portion of the program will ensure that students understand how to post relevant and inoffensive material. Examples of how others have been placed in serious trouble from seemingly meaningless social media activities.

**Social Media Channel Basics:** Understanding file formats and standards, character limits and content type and tone, with regard to the social channels that will be utilized by DTN. Also, SMQ team members will learn about what audiences are using each social channel, and in what ways they use the content.

**Digital Rights Management:** When populating social channels, the SMQ team will need to understand what kind of content can be used and under which circumstances. This includes securing rights to photographs by getting people in photographs to sign releases, and using photo, video and copy assets whose use is allowed under pertinent copywrite laws.

**DTN Messaging:** Learning how DTN creates messaging that will be delivered through social media channels. This includes standard responses to questions from those interacting the organization, as well as working through challenging questions to develop timely responses to unplanned situations.

**Reporting & Analytics:** Social media outreach efforts are conducted to achieve certain goals. SMQ team members will learn about establishing and measuring benchmarks and how to prepare and present reporting on the success of efforts to reach those goals.

KNOWLEDGE, SKILLS, ABILITIES AND BEHAVIORS (KSABS) REQUIRED FOR SMS TEAM MEMBERS

Once they are trained and certified, SMQ team members will be expected to participate in DTN social media efforts by successfully managing the following responsibilities:

**Program Management & Optimization:** Help brainstorm, define, and execute online fundraising campaigns, applying all of the best practices that you can to make it engaging and relevant to the audience. Part of this responsibility is having a good feel for which campaigns not to attempt, fixing ones that aren't performing well, and knowing when to pull the plug on ones that are failing.
**Channel & User Interaction**: Encourage user discussions, help users promptly get the answers they’re seeking, create forums and topics that meet the needs of the users, and make sure posts are relevant and aptly placed. Feed information back from the community to the DTN project manager; Identify threats and opportunities in user generated content, troubleshoot and report to DTN project manager as needed.

**Manage & Moderate Content**: Manage and moderate the DTN presence in social networking sites including Facebook, Twitter, YouTube, Tumblr and other similar community sites, posting on relevant blogs, and seeding content into social applications as needed.

**Message Development & Optimization**: Improve, maintain, and work with other Social Media Squad members to ensure a consistent "voice" (tone, brevity, diction, etc.) in all communications.

**Community & Database Development**: Identify, track and encourage potential users, social media influencers, community leaders, writers and other potential environmental stewardship/volunteer influencers via participation in related online channels.

**Content Optimization**: To optimize content for search, tag and title content, with an understanding of how tags and titles impact natural search traffic and rankings via recurrent optimized content. Conduct keyword research including cataloging and indexing target keyword phrases. Optimize tags on DTN feeds and search engines through copywriting, creative and keyword optimization.

**Research & Analysis**: Create and monitor effective benchmarks for measuring the growth of the community, and analyze, review, and report on effectiveness of new initiatives; translate anecdotal or qualitative data into recommendations and plans for revising the social media campaigns.

**Channel Management & Expansion**: Research and identify relevant new technologies, social networks, tools, or marketing tactics that can improve the efficiency of DTN’s marketing efforts or provide us with significant opportunities to motivate our donors. Help DTN know what they don't know and help figure out the answers.

**PROGRAM COMPLETION**

The program runs six months. After which, upon successful completion of the program SMQ team members will receive a certification.