

4-4-2011

## Take Pride in America in Southern Nevada: Quarterly Progress Report, Period Covering January 5, 2011- April 4, 2011

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## **QUARTERLY PROGRESS REPORT**

University of Nevada, Las Vegas  
Period Covering January 5, 2011- April 4, 2011

Cooperative Agreement Number FAA010017

Take Pride in America in Southern Nevada

### **Executive Summary**

- The Hector's Helpers program with the Clark County School District continued curriculum development.
- The team continued to develop the GIS database.
- An information sharing portal between stakeholders began development.
- The team worked with Keep Las Vegas Beautiful to develop an adopt a block recognition plan, as well as developed a survey and database for the survey.
- A total of 10 clean-up events were conducted this quarter.

### **Summary of Attachments**

- Meeting Agendas
- Meeting Minutes

### Collaboration with Interagency Teams

The Interagency Anti-Litter Team met twice this quarter: once on February 8, 2011, and once on March 29, 2011. In January 2011, the team provided feedback on a documenting listing updates rather than meeting. The update document, meeting agendas and meeting minutes can be found in the attachments section in this report. The team continues to meet on a regular basis and provides direction on all four subtasks as detailed below.

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

#### Task Agreement

The current task agreement and expiration date based on the Round 4 and 5 SNPLMA awards was extended to December 31, 2011. The final expiration dates is December 31, 2011.

To facilitate continuation of the accomplishments of the anti-litter and desert dumping team using Round 6 SNPLMA awards, the Bureau of Land Management developed a continuation task agreement to be entered into with UNLV. The Washington Office of the BLM is currently reviewing the agreement and has yet to issue approval for the agreement.

## Collaborative Efforts

The Hector's Helpers Youth Initiative project continues to be developed and delivered with the Clark County School District. The graduate assistant for the project with West Career and Technical Academy has created a series of blogs that capture the semester long project, culminating in an image gallery of the final products the students produced. These blogs will serve as material for a showcase area on the Don't Trash Nevada (DTN) website where the various DTN student projects will be highlighted.

The podcast portion of the Hectors Helpers program completed curriculum design by finalizing the addition of the six steps of the Earth Force process into the anti-litter curriculum. Earth Force is a national organization that helps young people develop the civic skills and knowledge they need to create lasting solutions to environmental problems in their communities. Annually over 17,000 youth participate in curriculum programs that incorporate the six steps of the Earth Force process. Results from the 2008-2009 Earth Force program evaluation (the most recent year for which data has been analyzed) conducted by Brandeis University, indicated that 86% of the participants said they felt that their project made a difference. Also, 93% showed an increase in the civic skills needed to effect changes in their community. Partnering with Earth Force not only strengthened the curriculum, it also provides the team with an opportunity to use a valid and reliable evaluation instrument. Approval from UNLV to administer the evaluation instrument is being explored.

The Hectors Helpers program began working with Roy Martin Middle School. Keep Las Vegas Beautiful (KLVB) became an active partner in the program, facilitating introductions at Roy Martin and securing additional funding so that the students, many of whom experience food security issues, could have snacks at the beginning of each session. Two teachers at Roy Martin Middle School will receive honorariums from the team to serve as advisors to the after school Environmental Club they began to enable students to participate in the Hectors Helpers program. At the first club meeting, 30 students joined, which was double the amount expected.

The team worked with Tara Pike (the UNLV Sustainability Coordinator) and a project leader from the Volunteer Center of Southern Nevada to show the movie "Garbage Dreams" during a community film screening. The group facilitated a discussion with the community members following the screening of the film on January 12, 2011. A PowerPoint and fact sheet were put together to support the discussion and distributed electronically to the participants. The event had a small attendance (12 citizens), but those that did attend were very engaged in the conversation.

During this quarter, the team began developing an Information Sharing Portal and Monitoring System for collaboration between the Bureau of Land Management and multiple agencies within the Las Vegas Area. The goal of this portal is to provide a central location for sharing up to date information between stakeholders on historic and current desert dumping sites. Interviews with interested entities were conducted this quarter to ensure the portal meets the needs of all stakeholders.

TPIA helped develop a community survey that will be distributed to various groups throughout Clark County in an attempt to find additional partners to work on litter, beautification and recycling projects. The TPIA student worker, working closely with the Executive Director of Keep Las Vegas Beautiful (KLVB), is compiling a list of contact information for the various groups. The responses to the survey will provide a rich resource for the team as progress moves forward on developing a Keep Nevada Beautiful program.

KLVB is piloting a new neighborhood cleanup program designed to enhance the community engagement component of the city's adopt a block program. The TPIA student worker is drafting a recognition/incentive plan for the cleanups which can be used to enhance the Hectors Helpers Adopt a Spot program and/or incorporated into the Keep Nevada Beautiful adoption efforts.

The team's collaboration with Keep Las Vegas Beautiful continued. TPIA helped develop a community survey that will be distributed to various groups throughout Clark County in an attempt to find additional partners to work on litter, beautification and recycling projects. The team, working closely with the City of Las Vegas neighborhood planner, developed a database of contacts that the survey will be distributed to. The responses to the survey will provide a rich resource for the team as the Keep Nevada Beautiful steering committee is developed.

#### Recycling Efforts

With the SNAP recycling logo finalized, the team purchased Clear Stream containers for the agencies to use to collect recyclable material at all public events. Clear bags with the SNAP recycling logo on them were ordered to accompany the use of the Clear Stream containers.

#### GIS Project Planning and Management

The team met with the manager of the Mojave Desert Ecosystem Program to continue discussion of the requirements for an information sharing portal. The manager will provide a revised scope of work for the development of a smart phone application that can be used in monitoring efforts.

### **Task 2: Messaging Campaign**

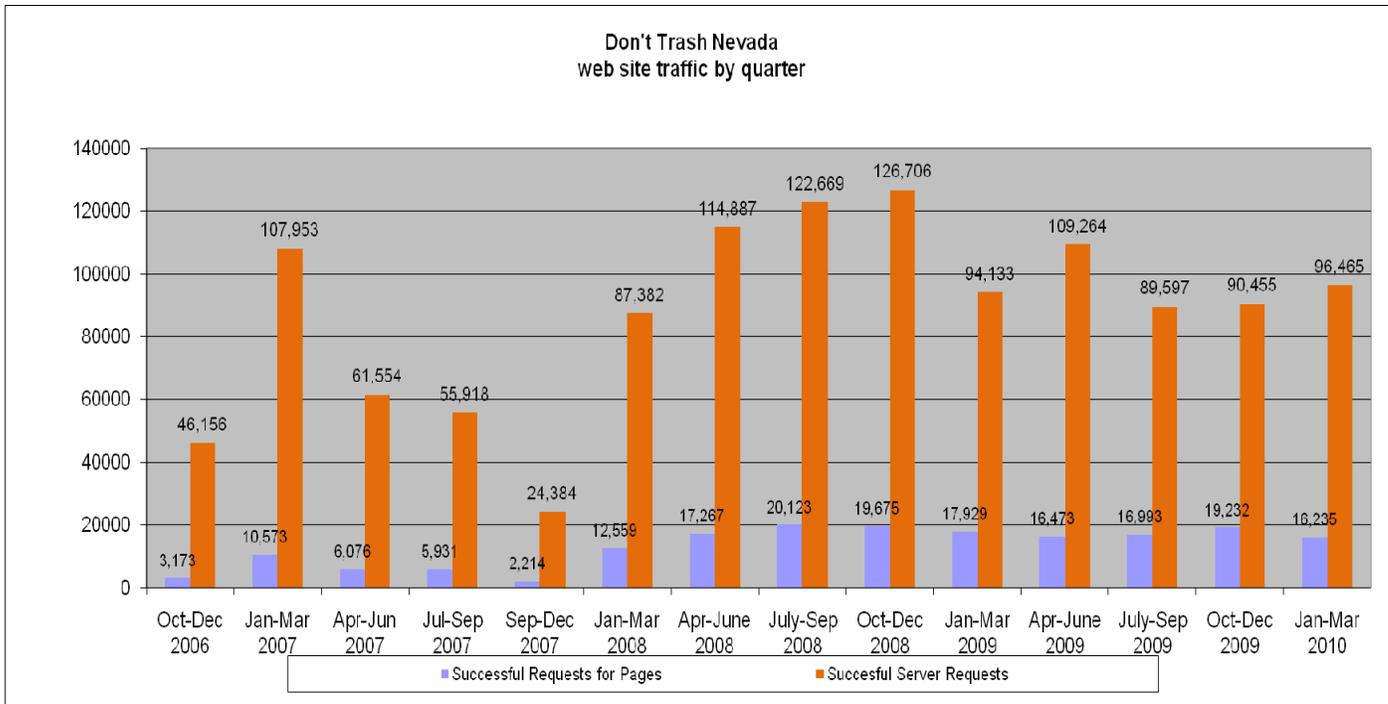
The redesign of the website progressed with the development of an information architecture document that the team reviewed. The team also reviewed wire frames for the home page and one internal page, providing valuable feedback to the web designers. The web designers continue to work on the social media plan. In the meantime, plans have been made to work with students at both West Career and Technical Academy and Roy Martin Middle School to receive their perspectives on the use of location based social media such as Foursquare, Gowalla and/or Facebook places.

The marketing campaign continued over multiple types of media including: radio, billboards, television, and internet advertisements (including social networking sites). These advertisements involved targeting large numbers and/or targeted internet search terms or audiences.

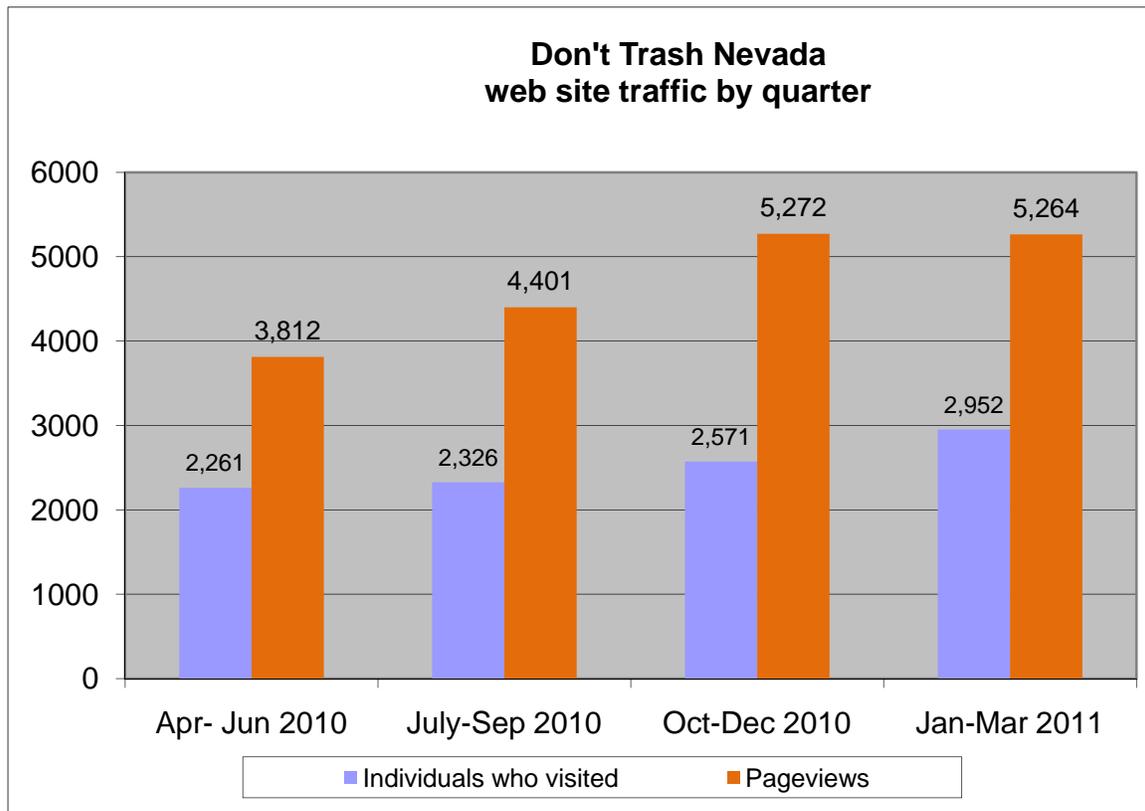
#### Program Website

The Don't Trash Nevada official Web site ([www.dontrashnevada.org](http://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.

New information tracking was implemented for April 2010 moving forward. This information tracking more accurately tracks 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 January- March 2011.**

Community Outreach

The Take Pride in America Southern Nevada Team attended one community outreach event. Staffed by the Public Lands Institute, this event was 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. Table 1 contains a summary of the contacts made.

**Table 1. Community Outreach Attendance – January- March 2011**

Event Name	Number of Direct Contacts	Number added to Mailing List
UNLV Spring Involvement Fair	56	35

Table 1 shows the number of contacts made at community outreach events and the mailing list sign ups that resulted from these contacts.

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

A total of 501 volunteers donated 1974 hours to our public lands during twelve 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 \$41,157.90

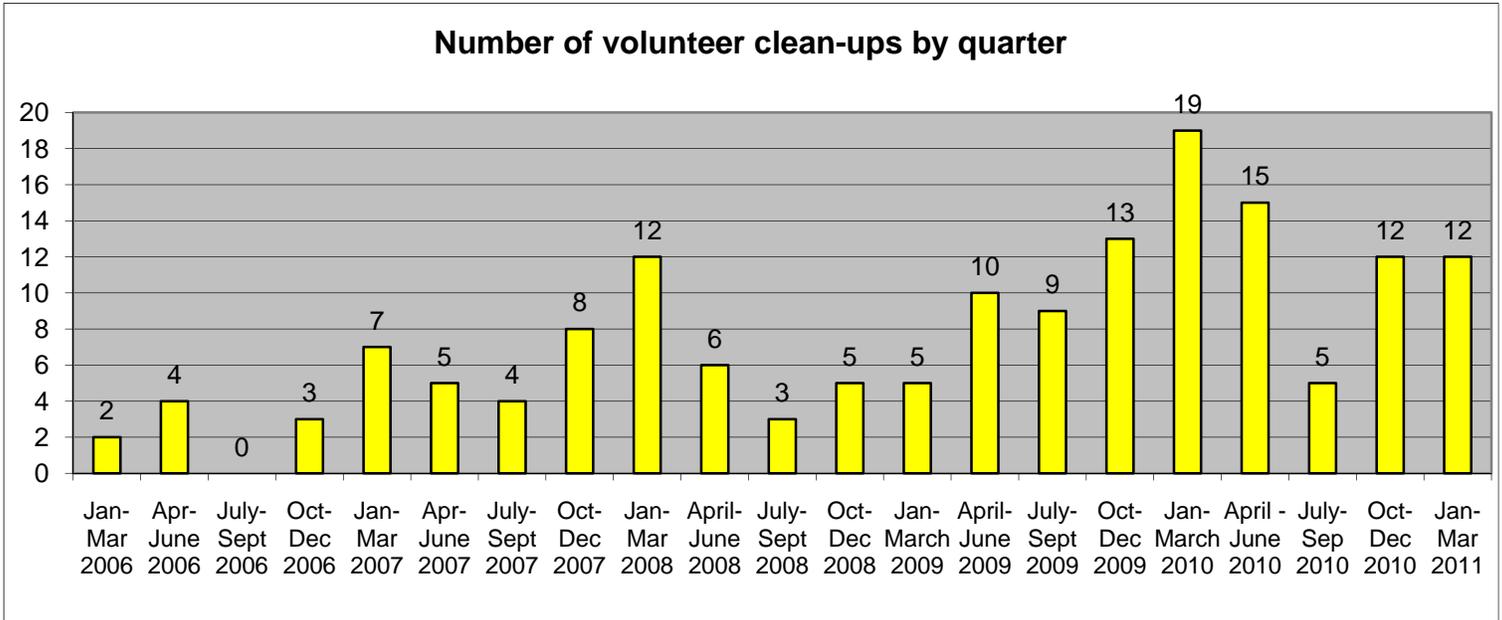
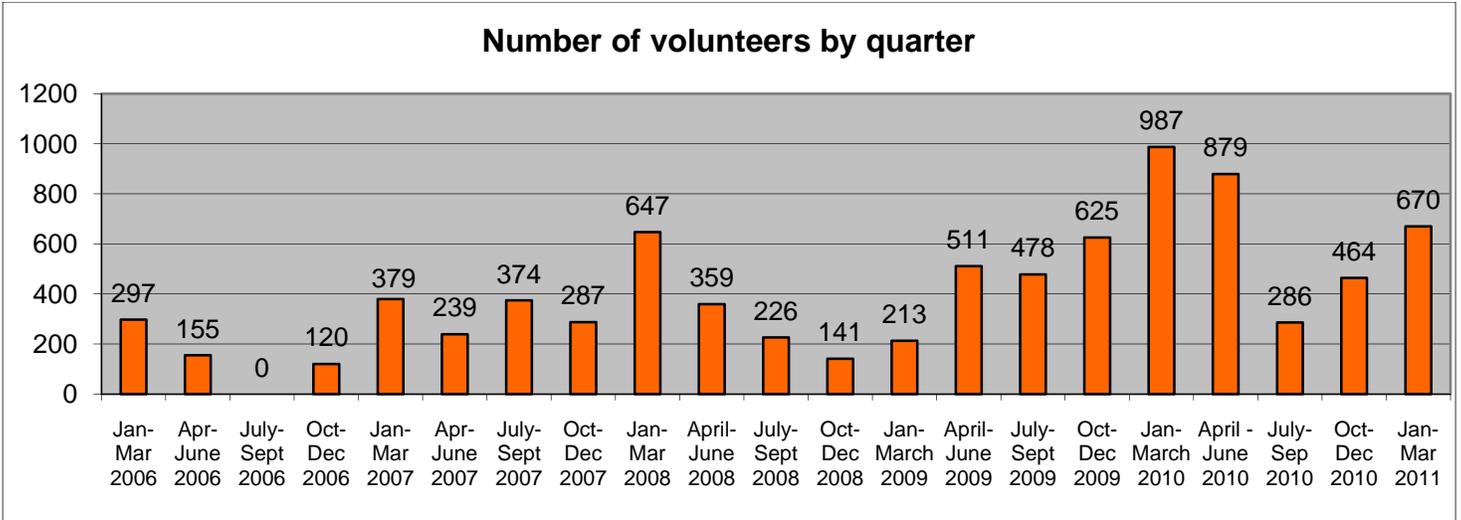
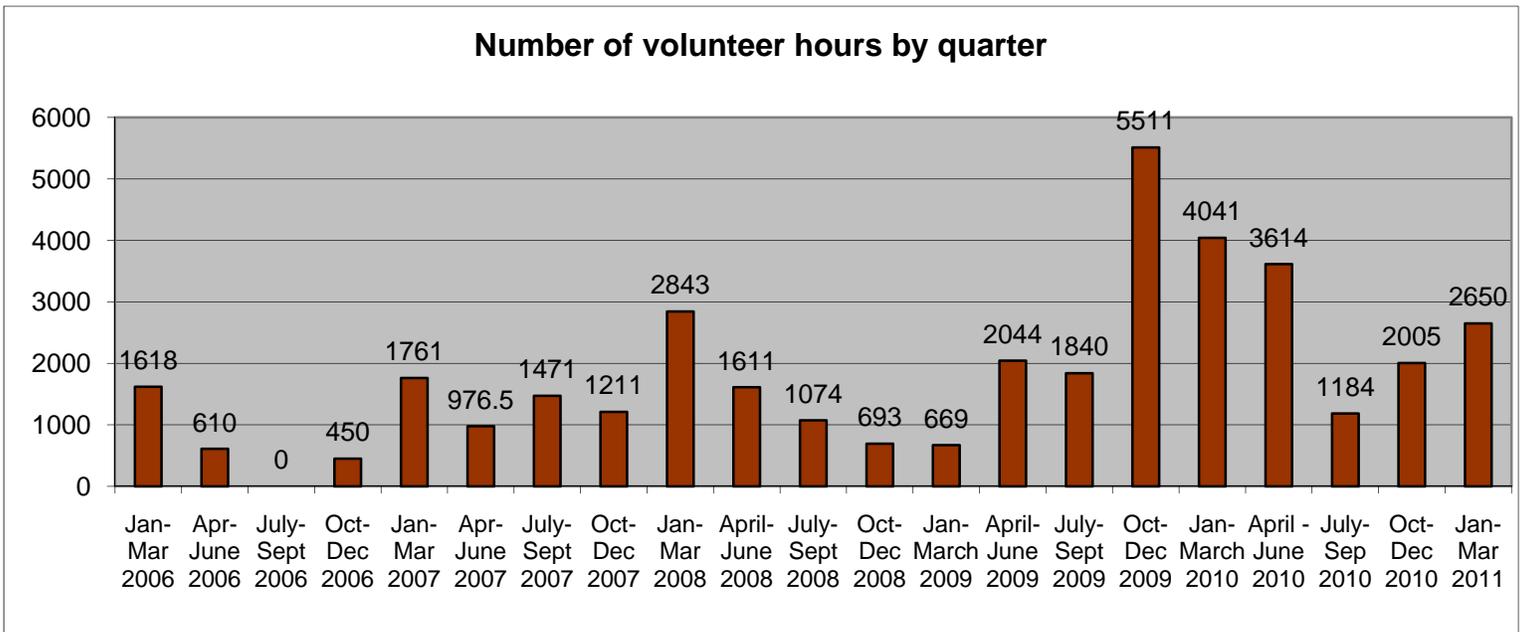


Figure 2 shows the number of events per quarter since program inception.



**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.**

### Economic impact of volunteers by quarter

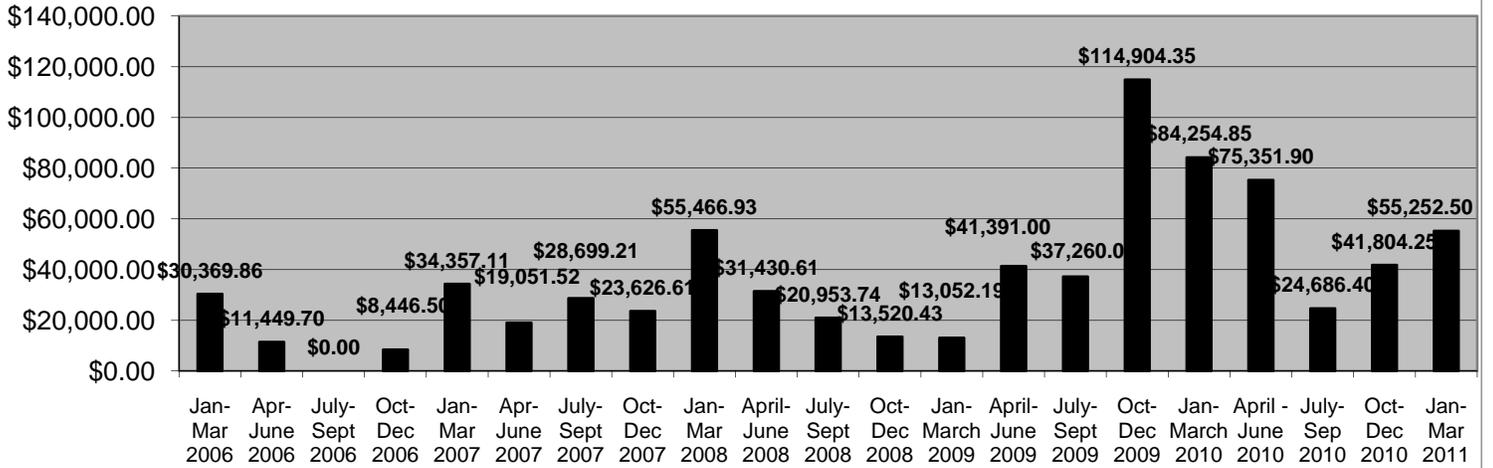


Figure 5 shows the value of volunteer hours since program inception in dollars and cents.

### Cubic yards of waste removed by volunteers per quarter

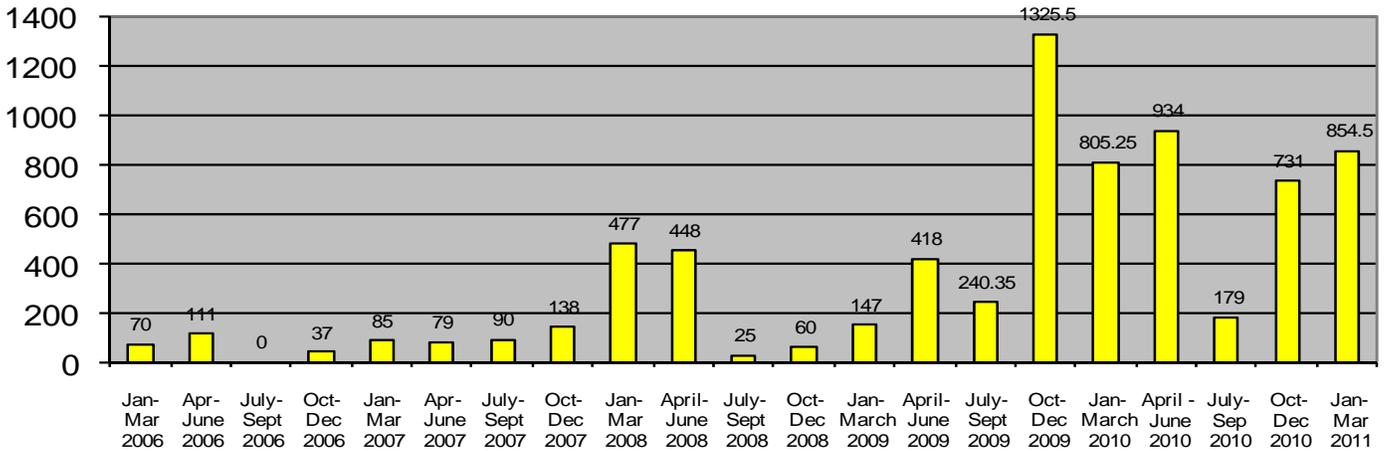
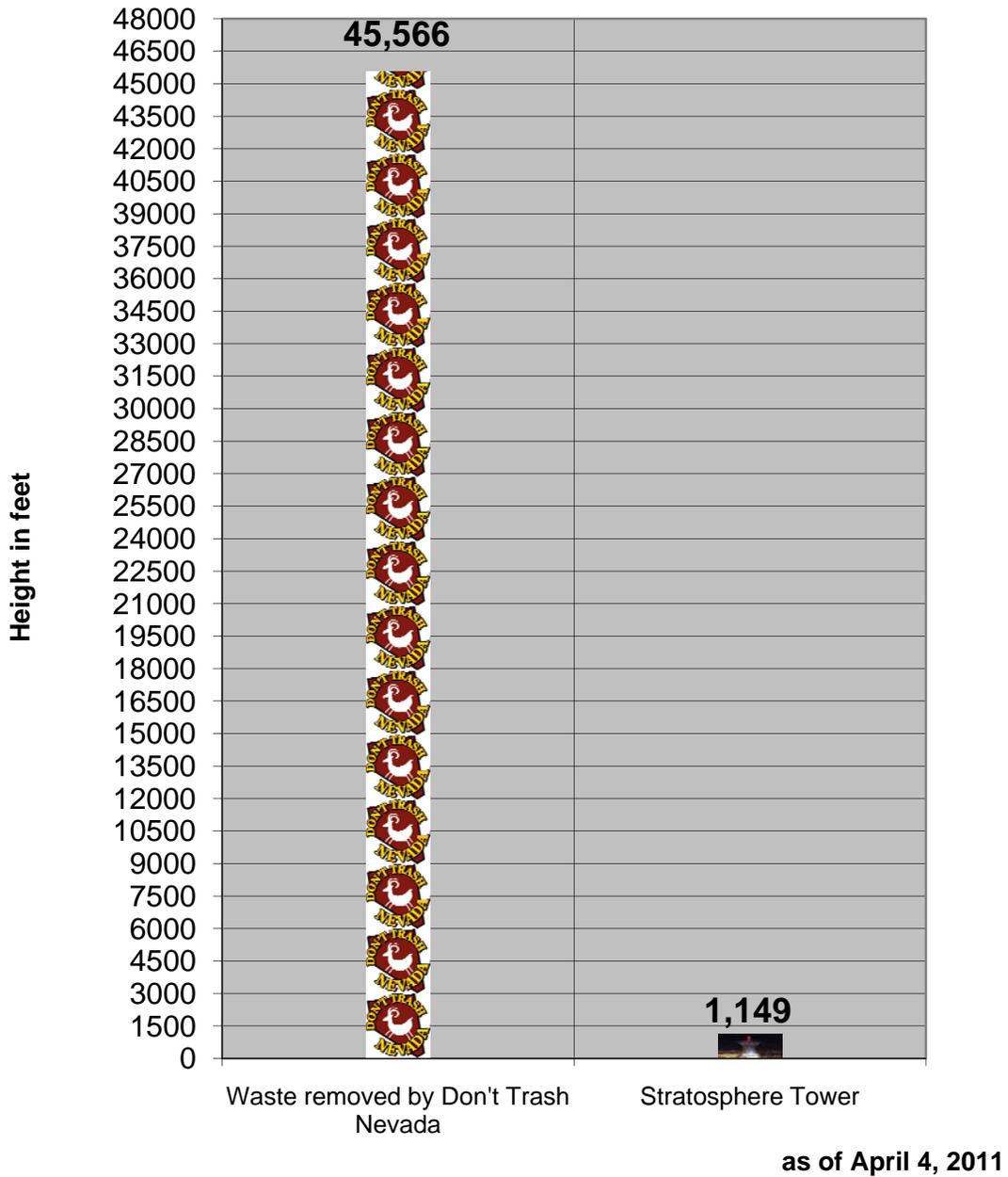


Figure 6 shows the number of cubic yards of waste removed from public lands by volunteers

**If each cubic yard of waste removed by the anti-litter team were stacked on top of each other the stack would reach over 45,400 feet high**



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

### Volunteer Clean-Up Events

The 12 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.

#### **Lovell Canyon Clean-Up**

January 8, 2011- Lovell Canyon- USFS

Sixteen volunteers removed 32 bags of trash (512lbs), 150' of barbed wire, seven one-gallon buckets of glass, one pickup truck load of wood, signs, miscellaneous trash and one large campfire ring.

#### **Mesquite Groves Clean-Up**

January 22, 2011-Parump- BLM

With the efforts of the Nevada Conservation Corps (10-person crew, 1-18 thru 1-21 & 200 cu yds) and the community volunteers (7-BLM, 15-volunteers, 1-22 & 80 cu yds), a total of 280 cubic yards of trash were removed and there was participation in one on camera news interview on KPVM-TV Channel 41.

<http://www.youtube.com/user/KPVM41#p/search/0/o-OoiB-0dtU>

#### **South Hollywood Clean-Up**

January 29, 2011-Hollywood and Vegas Valley- BLM

Eighty volunteers removed 140 yards of trash.

#### **Pick Up Your Shoot**

February 5, 2011- Sloan Canyon- BLM

A total of 109 volunteers removed 40 cubic yards of recyclables and 60 cu yards of other garbage and debris.

#### **Bailey Middle School Field Trip**

February 15, 2011- The Great Unconformity- BLM

Seventy students removed two cubic yards of trash.

#### **Alpha Epsilon Delta Clean-Up**

February 26, 2011- Iron Mountain and Decatur- BLM

A total of 49 volunteers removed 55 cubic yards of trash.

#### **Tropical and Ann Clean-Up**

March 17, 2011- Tropical and Ann- BLM

Twelve volunteers removed 32 cubic yards of trash.

#### **South Hollywood Clean-up**

March 19, 2011- Hollywood and Vegas Valley- BLM

A total of 59 volunteers removed 40 cubic yards of trash.

#### **Nelson Road Clean-Up**

March 26, 2011- BLM

A total of 23 Volunteers removed 35 cubic yards of trash.

**Greenway Road Clean-Up**

March 26, 2011- BLM

A total of 46 volunteers removed 63 cubic yards of trash.

**Silverado Ranch and Dean Martin Clean-Up**

March 26, 2011- BLM

Twenty volunteers removed 5.5 cubic yards of trash.

**Great American Clean-Up- Lake Mead**

April 2, 2011- NPS

A total of 169 Volunteers removed 45 cubic yards of trash.

**Table 2. Don't Trash Nevada Sponsored Clean-ups January-March 2011.**

Date	Agency	Location	Nature of Work	Number of Volunteers	Accomplishments	Total Volunteer Hours
1/8/2011	USFS	Lovell Canyon	Clean-Up	16	Removed 32 bags of trash (512lbs), 150' of barbed wire, 7 one gallon buckets of glass, 1 pickup truck load of wood, signs, miscellaneous trash and 1 large campfire ring	64

1/22/2011	BLM	Pahrump	Clean-Up	15	With the efforts of the Nevada Conservation Corps and community volunteers, a total of 280 cubic yards of trash were removed	60
1/29/2011	BLM	Hollywood and Vegas Valley	Clean-Up	80	140 yards of trash was removed	320
2/5/2011	BLM	Sloan Canyon	Pick Your Shoot Up	109	40 cu yards of recyclables and 60 cu yards of other garbage and debris was removed	436
2/12/2011	BLM	The Great Unconformity	Bailey Middle School Clean-Up	70	2 cubic yards of trash was removed	280

2/26/2011	BLM	Alpha Delta Epsilon Clean Upp	Clean-up	49	55 cubic yards of trash was removed	196
3/17/2011	BLM	Tropical and Ann	Clean-Up	12	32 Cubic yards of trash	48
3/19/2011	BLM	Hollywood and Vegas Valley	Clean-Up	59	40 Cubic Yards of Tash Removed	236
3/26/2011	BLM	Nelson Road	Clean-Up	23	35 Cubic Yards of trash	92
3/26/2011	BLM	Greenway Road	Clean-Up	48	63 Cubic Yards of Trash	192
3/26/2011	BLM	Silverado Ranch and Dean Martin	Clean - Up	20	5.5 Cubic Yards of trash removed	50
4/2/2011	NSP	Great American Clean Up Lake Mead	Clean - Up	169	45 Cubic Yards of Trash removed	676
<b><u>Totals:</u></b>				<b>670</b>		<b><u>2,650</u></b>

Table 2 summarizes all Don't Trash Nevada sponsored clean up events from January-March 2011.

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 450 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

April 5, 2011

Date

# **ATTACHMENTS**

**Anti-Litter Team**  
**Meeting Agenda**  
 February 8, 2011

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

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

**Location:** Interagency Office USFS Conference Room

Start	End	Time	Item	Contact
9:00 AM	9:45 AM	0:45	<b>KAB state affiliate:</b> The team will discuss the state affiliate talking points, steering committee list and facilitator options	Team members
9:45 AM	10:00 AM	0:15	<b>Marketing:</b> The team will review the proposed media buy.	Beth Barrie
10:00 AM	10:10 AM	0:10	<b>Break</b>	Beth Barrie
10:10 AM	11:10 AM	1:00	<b>Earth Force curriculum:</b> The team will receive an update on the podcast curriculum, KLVB funding, review the Earth Force process and discuss the future of the podcast project.	Beth Barrie
11:10 AM	11:40 AM	0:30	<b>Information Sharing Portal:</b> The team will receive an update on the information sharing portal, smart phone app and website redesign.	Beth Barrie
11:40 AM	12:00 PM	0:20	<b>Round Table:</b> Team members will provide updates on litter related topics from their agencies	Team members

**Total**

**3:00**

**Anti-Litter Team**  
**Meeting Agenda**  
 March 29, 2011

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

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

**Location:** Las Vegas Field Office Conference Room

Start	End	Time	Item	Contact
9:00 AM	9:30 AM	0:30	<b>Round Table:</b> Team members will provide updates on litter related topics from their agencies	Team members
9:30 AM	9:45 AM	0:15	<b>Keep Nevada Beautiful Update:</b> The team will receive an update on the progress of recruiting a steering committee.	Beth Barrie
9:45 AM	10:15 AM	0:30	<b>Information Sharing Portal:</b> The team will receive an update on the information sharing portal and smart phone app.	Beth Barrie
10:15 AM	10:25 AM	0:10	<b>Break</b>	
10:25 AM	10:55 AM	0:30	<b>Location Based Social Media:</b> The team will review what location based social media is and discuss its potential use for DTN.	Beth Barrie
10:55 AM	11:25 AM	0:30	<b>Website Redesign:</b> The team will review the architecture for the new website to ensure it meets their needs.	Team members
11:25 AM	11:35 AM	0:10	<b>Unaccompanied Minors:</b> The team will review their unaccompanied minors policy so that it can be shared with the Volunteer Center of Southern Nevada.	Team members
11:25 AM	11:50 AM	0:25	<b>SNAP Annual Accomplishments:</b> The team will review a draft of the annual accomplishments that will be submitted to the SNAP Executive Director.	Team members

**Total**

**3:00**

# Anti Litter Team Meeting Minutes

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Date: February 8, 2011

Location: Interagency Office USFS Conference Room

Meeting Called by: Erika Schumacher

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

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## Agenda Item: KAB State Affiliate

**Overview: The team discussed the rationale for participating in the development of a state KAB affiliate, identified potential members for the steering committee and discussed the selection of a facilitator.**

The team decided it is important to get in touch with Keep Truckee Meadows Beautiful; it's a very active organization and has a solid radio presence;

### *Potential Steering Committee Members*

Non Profit – Keep Truckee Beautiful, UNLV Foundation, Service Club (Rotary or Lions Club), Cooperative Extension/Master Gardeners, Landrover Club, Federation of Womens Clubs

Government – SNAP, State Tourism, NDOT, Southern city or Clark County (ask Lisa and Kim), Northern city, rural city, Health District, SNWA?

Business – Chamber of Commerce, Nevada Power, Beverage Industry (beer?), National Waste Mngmnt, Republic, Gold Mine, Casino, RMI (property management), Recycling (Auburn or Secured)

Partners – Friends of NV Wilderness, Friends of Red Rock, Friends of Gold Butte, Friends of DNWRC

### *Potential Facilitators*

John Duwall, director of Keep Norfolk Beautiful, was the champion for Keep VA Beautiful, has a consulting group

Sue Smith, Director of Education for KAB is retiring

The director of the Nebraska state affiliate, Jane Paulson, has a nonprofit background. She led Keep Texas Beautiful board retreat

Lynn Cobbs, director of Keep GA Beautiful has a state government background

Team decided start w/John and work down the KAB list; graphic recorder prices

### ACTION ITEMS

- *Beth will get in touch with Keep Truckee Meadows Beautiful*
  - *Beth will send a copy of the state versus regional affiliate document to Kate and Joseph who can determine if it should be shared with the Board*
- 

## Agenda Item: Marketing

**Overview: The team reviewed the proposed media buy.**

For banner messages that are targeted based on internet searches or Facebook interests efforts should target products/activities that produce litter (beer, Coke, Pepsi, water bottle, oil changing, target shooting/ammo, boating)

# Anti Litter Team Meeting Minutes

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Team concurred that television ads are effective for reaching the local population and that this population needs to be reached.

In the future we could ask volunteers if they've seen tv or radio spots when they sign in at clean up events.

Running ads before movies are good for targeting locals during the summer and Christmas.

The timing of highly visible tv ads is good with efforts to recruit steering committee members for Keep Nevada Beautiful.

## ACTION ITEMS

- *Beth will send out the creative for the TV ads so the team can refresh their memories.*
  - *Team members will notify Beth if they do not want to proceed with TV ads after reviewing the creative.*
- 

## Agenda Item: Round Table

### *Lake Mead*

They have developed a 3 year recycling plan to try implementing recycling for park visitors in 3 areas; Year 1 will be Echo Bay since there is a Facility Manager that is enthusiastic about the program; Year 2 will be Willow Beach and will involve working closely with the concessioner; Year 3 will be Boulder Picnic Area

During Phase 2 an additional 3 areas will be added.

During Phase 3 everything remaining and the launch ramps will be included.

Logistically – team of volunteers driving NPS vehicles collecting recyclables and bringing to central location

Magnetic signs with the SNAP recycling logo will be piloted on the side of the roll offs and will be tracked to see how many are removed by visitors.

Having volunteers pick up recycling at LAME events is hard because with water damage much of it is beyond recycling

### *USFS*

Spring Cleaning will be May 7 or May 14. They are reaching out to ski area this year to increase sponsorship.

### *FWS*

May 21st is the 75th anniversary of Desert being established. It will be a low key event but a nice opportunity for DTN messaging.

Amy has a term assistant that may come to March meeting.

### *BLM*

They are starting to do recycling at events by instructing volunteers to use the white DTN bags to put recyclable material in. It is going okay and will be evaluated in a couple months.

They are back into swing of things with clean ups.

Erika has a lot of travel going on in March so Nathan will sit in during the March meeting if she is gone.

# Anti Litter Team Meeting Minutes

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## ACTION ITEMS

- *Beth will ask April to order magnetic signs for LAME recycling bins, clear recycling bags and Clear Stream containers for SNAP agency events.*
  - *Beth will ask Heather to develop a display that can be showcased at the May 21<sup>st</sup> DNWC anniversary event. share this info with Fon and discuss the issues related to using the app just for inventory & monitoring versus opening it up for the public to report sites*
- 

## **Agenda Item: Hector's Helpers Curriculum and Earth Force process**

**Overview: The team learned about the addition of the Earth Force process to the Hectors Helpers curriculum and discussed the future of the curriculum.**

### *Ideas for showcasing student work*

Red Rock Visitor Center could have displays of the products students produce; Perhaps the Springs Preserve would host a special exhibit; Corn Creek will have a display area; Students could give presentations at other schools (partner w/KLVB on this); Bass Pro or REI stores may be willing to display student work

### *Ideas for continuing the project*

- continue funding a GA to deliver the curriculum in partner schools with Round 6 money
- line up and train volunteers that could deliver the weekly sessions
- package the curriculum for the website
- perhaps the SNAP education team could deliver it

## ACTION ITEMS

- *Beth will ask Kevin Turner if SNAP education team members are available to deliver the curriculum if DTN is not able to.*
- 

## **Agenda Item: Information Sharing Portal and Monitoring Program**

**Overview: The team discussed the individuals that should be interviewed about sharing information related to litter and desert dumping and the next steps for the monitoring program.**

Interviewing those the team collaborates with on what information they would like to share and what information they would like to receive is an important step. As many partners as possible should be included in the interviewing.

For monitoring team members will go back to specialists to find out if there are areas that need repeated monitoring

The USFS has Lovell Canyon and the whole west side area that needs to be monitored.

Perhaps some site stewards and NPS VIPs would be interested in serving as monitors. It would not be expected but the team would need to recruit less if they are willing to help.

## Anti Litter Team Meeting Minutes

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### ACTION ITEMS

- *Beth will send out a draft of the email that will be sent to current partners informing them that they will be contacted to set up an interview about the information sharing portal. She will include a list of those individuals that will be receiving the email.*
  - *Team members will review the draft email and the list of potential partners that will be interviewed. They will provide Beth with additional names to include if needed.*
  - *Beth will speak with George Phillips about the possibility of approaching Site Stewards to see if they would be willing to monitor areas that may be along their path to the cultural site they monitor.*
-

# Anti Litter Team Meeting Minutes

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Date: March 29, 2011

Location: Interagency Office USFS Conference Room

Meeting Called by: Erika Schumacher

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

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## Agenda Item: Round Table

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

### NPS

Great American Clean up this coming Saturday 300 people signed up. It will be at 33 Hole

Placer Cove clean up and eco dive had lots of glass picked up but not a large amount of cubic yards (12 cu yards). The weight was high since glass is heavy. There were 12 divers and 50 people volunteering on land.

### BLM

Lots of clean ups going on. Each of the crew members is running one. There are 9 sites they're working on with post and cable. Fire crews have been installing them.

Sedona is leaving; Erika will be hiring a couple laborers; NCC crews will help in the next couple weeks; Amy knows of some companies that can do post and cable if needed.

### FWS

Not much trash stuff going on; concrete is being disposed of through Republic; Corn Creek Road needs to be cleaned up again, unless it can be soon this can wait until fall; DTN media ad placement looks great.

### USFS

May 7<sup>th</sup> is Spring Cleaning at the resort again

Patty is lining up volunteers for the summer

### ACTION ITEMS

- *Beth will double check to see if Dan got VEP for spring cleaning.*
  - *Heather will get with Nathan about scheduling a Corn Creek Road cleanup.*
  - *Gabi will get 5 clear stream containers to Amy Sprunger by May 21<sup>st</sup> Desert 75<sup>th</sup> anniversary.*
  - *Gabi will get 25 clear streams for NPS taken down by Friday April 1<sup>st</sup>.*
  - *April will check on sizes for recycling dumpsters for spring cleaning.*
  - *Gabi will get with Jenni and Nathan to deliver clear streams.*
  - *Gabi will check with Patti on if she has white bags.*
  - *Gabi will get with Nancy to get Bob 3 rolls of blue bags when she drops off clear streams.*
- 

## Agenda Item: Information Sharing Portal

**Overview: The team received an update on the progress of the information sharing portal.**

# Anti Litter Team Meeting Minutes

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There is a need to interview NV Energy, City of Las Vegas detention basin folks and the people that manage the pipelines in Sloan

Amy has a term assistant manager starting that would be involved in getting info so should be interviewed.

## ACTION ITEMS

- *Gabi will get with Eric Delynko for contact info of NV Energy, detention basins and pipelines.*
  - *Gabi will contact Amy about interviewing the term assistant manager in a timely manner (after s/he's had enough time to become familiar with the issues).*
  - *Nancy will ask around to see if restoration or compliance would want to have access.*
- 

## **Agenda Item: Location Based Social Media**

**Overview: The team reviewed information about location based social media and discussed the idea.**

It would be a way to track repeat visitors.

It may only hit higher socio economic groups.

It seems like it appeals to a different demographic than that of the team members.

## ACTION ITEMS

- *Beth will report back on what the middle school and database classes say about the potential of foursquare, etc.*
- 

## **Agenda Item: Website Redesign**

**Overview: The team reviewed the proposed information architecture and provided feedback.**

Feedback to be provided is as follows:

Our Mission – Whose Involved (partners, snap/snplma, pli, donor recognition) – Donate/sponsor – Media Center (make sure this has a photo gallery)

Make a Difference – Volunteer for an event instead of upcoming – Host an Event – Adopt a Site – remove take the pledge but have a sign up for event alerts – Report Dumping - Properly Dispose of Waste –

Educator Resources – put the pledge on educational resources; instead of get your students involved it should say Organize a youth clean up; clarify if getting started is needed

Home page – highlight our successes, report dumping instead of resources for teachers,

Donate/Sponsor – add to Make a Difference “Support the Cause”

## ACTION ITEMS

- *Beth will Get Morgan's (from KTMB) input at the click through phase.*
  - *Beth will ask the designers if they can build in one or two extra boxes on the top and down the side in case we need them.*
  - *Beth will clarify where the photo gallery is going: facebook, media center? make a difference top page?*
-

# Anti Litter Team Meeting Minutes

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## Agenda Item: Super Hector and Graphic Novel

**Overview:** The team discussed the use of Super Hector and the issue of rock throwing in the Trashed graphic novel.

There was consensus that the rock throwing needed to be removed because it promoted vigilantism.

### ACTION ITEMS

- *Beth will get a draft of the Super Hector use document to review for the April mtg. It will be sent to Sky after team suggested revisions are made.*
- 

## Agenda Item: Volunteer Center events

**Overview:** The team clarified their policies so that they could be shared with the Volunteer Center of Southern Nevada.

NPS experience: for Great American Cleanup 250 Key Club members had contacted Heather at the Volunteer Center.

Anyone under age of 18 is a minor and needs a parental form

For ratio of supervision 1:15 middle school and up

No drop offs; For groups 1 adult takes responsibility for staying until all kids have left

16 to 18 year olds with their own transportation are okay

### ACTION ITEMS

- *Beth will relay the information to Heather at the Volunteer Center.*
- 

## Agenda Item: Annual Accomplishments Super Hector and Graphic Novel

For cubic yards come up with an equivalent (# of football fields a foot high)

The last bullet should be third and instead of economic impact say which saved \$226, 097 in labor costs

Add partnerships with state and local and use an example

add info Street Teams

Super Hector needs a super you image

### ACTION ITEMS

- *Beth will follow up with LaNelda about the street team at Red Rock.*
  - *Beth will get super hector comics for interagency office and LE staff, for NPS.*
  - *Beth will let Erika know all the agreements and numbers (agreement number and amount) that UNLV has.*
-

# Anti-litter and Desert Dumping Team December-January Updates

## Team Lead meeting

Erika attended the team lead meeting and the following information is relevant to the team:

### Task Agreements and Time extensions

Erika and Beth met with Joseph to review the draft task agreements for Rounds 6 and 7 and discuss how they related to the nominations and SNPLMA reporting for those rounds.

For Round 5 Erika put together BLM documents to synchronize the PLI expiration date of April 4, 2011 with the New Day extended expiration date of December 31, 2011. Beth examined the budget to provide accurate figures of that document.

For Round 6 Erika put together BLM task agreement documents so work can continue to move forward on the team's deliverables to SNPLMA. Beth did some budgeting to bring the PLI planning documents in line with the team's current work plan for Round 6.

### West Tech community showcase

The BLM Desert Dumping Crew served as judges for the West Tech marketing students' final projects. Erika, Beth and the crew attended the community showcase the students organized. Heather Whitesides, the graduate assistant for the project, is creating a series of blogs that capture the semester long project, culminating in an image gallery of the final products the students produced. These blogs will serve as material for the area on the DTN website where the various DTN projects students throughout Clark County produce will be highlighted.

### Trash to Treasure

In late December and early January Beth attended a prescreening of the documentary Garbage Dreams. Together with Tara Pike (the UNLV Sustainability Coordinator) and a project leader from the Volunteer Center of Southern Nevada, she developed a facilitation plan for the community discussion that followed the screening of the film on January 12<sup>th</sup>. A powerpoint and fact sheet were put together to support the discussion and distributed electronically to the participants. The event had small attendance (10-15 citizens) but those that did attend were very engaged in the conversation.

### KLVB

TPIA helped develop a community survey that will be distributed to various groups throughout Clark County in an attempt to find additional partners to work on litter, beautification and recycling projects. The TPIA student worker, working closely with the City of Las Vegas neighborhood planner, is compiling a list of contact information for the various groups. The responses to the survey will provide a rich resource for the team as we develop the Keep Nevada Beautiful steering committee.

KLVB is piloting a new neighborhood cleanup program designed to enhance the community engagement component of the city's adopt a block program. The TPIA student worker is drafting a recognition/incentive plan for the cleanups which can be used to enhance the Hectors Helpers Adopt a Spot program and/or incorporated into the Keep Nevada Beautiful adoption efforts.

Evergreen/Republic Services is planning a large Earth Day event for April 16<sup>th</sup> at Town Square. Beth will keep the team informed about potential booth opportunities for the agencies. KLVB is hoping to organize a compost bin truckload sale as part of the Town Square event. KLVB will also be sponsoring an Earth Day art contest that will be incorporated into the day's events.

## Information Sharing Web Page

Two action items in the first strategy of the team's strategic plan related to information sharing:

- a) Provide stakeholders with up to date information on historic and current litter and desert dumping sites
- b) Develop a centralized location for multiple stakeholders to post up to date information

To make this happen Beth will be sending out an email introducing Gabi Maheras to the stakeholders the team has been working with informing them that Gabi will be setting up a time to interview each one of them about who they would like to share information with, the information they would like to have shared, and the information they have to share. Beth will compile this information and share it with the web designers who will be developing a secure place for this information to be shared. The following list will be included in the email. Please let Beth know of others that should be included

Carrie Delatorre <CPL@co.clark.nv.us>, Kim Bush <KBUSH@co.clark.nv.us>, Martin Hollowell <MHollowe@co.clark.nv.us>, "Johannessohn, Barbara" <johannessohn@snhdmail.org>, George Bertoty <bertoty@snhdmail.org>, Anita Gutierrez <AnitaG@co.clark.nv.us>, Lea Kain <KAIN@co.clark.nv.us>, "Houston, Donna" <Houston@snhdmail.org>, Lisa Campbell <lcampbell@lasvegasnevada.gov>, Betty Hollister <BHollister@regionalflood.org>, John Runicks <runkisj@cityofnorthlasvegas.com>, R. Murray <rmurray@lands.nv.gov>, Dr. Sheila Thompson <thompsons@cityofnorthlasvegas.com>, Jason Kirby <jkirby@usbr.gov>, Faye Streier <fstreier@usbr.gov>

## Media Buy

Beth met with LaNelda and Rob Colbrook of B&P advertising to review the proposed media buy (see separate attachment). No new creative is needed. Since the television ads were high quality and because the new website will be being launched towards the end of this buying cycle, the expense of television and radio ads seems justified.

## Desert Dumping Crew DTN events 2011

The following list contains the DTN events the BLM Desert Dumping Crew has scheduled for 2011 so far. The BLM IVP representative has been sent the list via email:

- January 29<sup>th</sup> South Hollywood Clean Up
- February 5<sup>th</sup> Clean your Shoot Up
- February 15 Bailey Middle School
- February 26 or March 5 AED Clean Up
- March Great American Clean Up (specific date not yet set)
- Boy Scout Clean Ups – 2 pending clean ups possibly in March locations are South Greenway in Henderson and East Vegas Valley and Hollywood
- April 5 Bailey Middle School
- April 23 Big Dune with Nye County Sherriff's Department

## Don't Trash Nevada Projects Q2 FY11

The following is the list of projects Beth will be working on this quarter:

- Web site redesign
- Social media plan
- Rationale for promoting a Keep Nevada Beautiful program – ***the team will receive a draft to review by February 10<sup>th</sup> so a final copy can be created during the February 22<sup>nd</sup> team meeting***

- Potential Steering Committee participant list for Keep Nevada Beautiful - ***the team will receive a draft to review by February 10<sup>th</sup> so the list can be finalized during the February 22<sup>nd</sup> team meeting***
- Smart phone app design
- Clear stream containers w/recycling logo on stickers
- Magnetic signs for LAME
- Podcast programs in additional schools
- Monitoring plan developed by West CTA GIS students
- Keep UNLV Beautiful
- National Science Foundation proposal w/Fon Duke