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Take Pride in America Phase III: Quarterly Progress Report, Period Covering October 25, 2011-January 24, 2012

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QUARTERLY PROGRESS REPORT

University of Nevada, Las Vegas
Period Covering October 25, 2011-January 24, 2012

Cooperative Agreement Number L11AC20191

Take Pride in America Phase III

Executive Summary

- The GIS database was shared with the Mojave Desert Ecosystem Project.
- Total attendance during Hector's Helpers meetings exceeded 250.
- America Recycles Day involved over 25,000 people.
- Recruiting procedures were developed for the volunteer monitoring program.

Introduction

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 are reported on with reference to these issues.

Collaboration

Objective: Update the GIS Data base

During this quarter the GIS database was shared with the Mojave Desert Ecosystem Program (MDEP) since the database will ultimately be housed on MDEP servers. During this quarter planning and development of a sharepoint site to provide access to the database for multiple agencies continued.

The Nevada Department of Environmental Protection (NDEP) volunteered to share the map layers they are developing related to recycling facilities throughout Nevada. Previously NDEP had shared geographic data on the elementary schools that have teachers trained to deliver recycling curriculum.

Community Involvement

Objective: Assist in coordination of a minimum of 12 clean-ups per year

During this quarter the Public Lands Institute continued the Hector's Helpers program to engage youth in coordination of 12 clean-ups per year. The program now involves the following groups: Stupak Community Center Youth Council, West Prep After School Club, East Las Vegas Community Center Youth Council, and the 100 Academy. During this quarter the Boys and Girls Club locations that were participating withdrew due to lack of interest by their students. No clean ups were conducted due to the holiday recess of these groups. Instead time was spent with the youth helping them understand the adverse effects of litter and dumping and how to organize a cleanup. Figure 1 contains a summary of the attendance and clean up data.

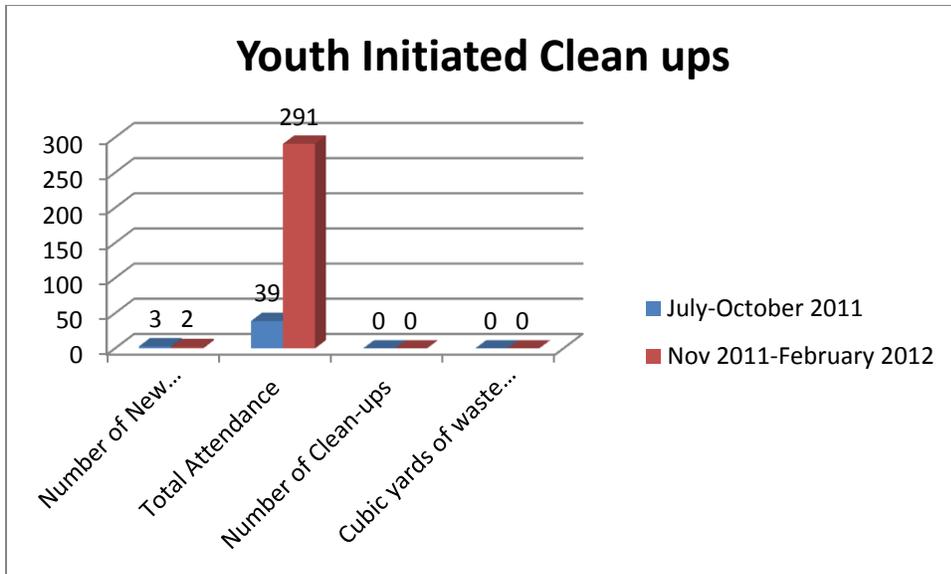


Figure 1. Clean up data

Objective: Update Don't Trash Nevada web site

During this quarter development of the web site progressed. The navigation was completed, graphic elements were added to each page and plans were made to transfer the site to UNLV for finishing touches. The firm doing the redesign was contracted to develop a database driven calendar that will enable multiple agencies to list their volunteer opportunities. In this quarter it was determined that the design firm made the decision to develop the site in Word Press rather than Drupal without consulting the Public Lands Institute. Since this decision can be accommodated by the team the project manager began training in Word Press to prepare for the transfer of the site. A timeline was developed so that the new site launches before Earth Day 2012.

Objective: Implement Phase four of the Messaging campaign

Phase four of the messaging campaign will have a large social media component. To ensure the quality of this campaign, a social media consulting firm was contracted to develop a social media plan. In the next quarter the firm will:

- Build the channel (establish strategy, identify administrators, identify resources, develop content calendar)
- Activate (posting, analyzing, optimizing) channel
- Grow the following (organic word of mouth, paid campaigns)

The firm will provide training to and work with Public Lands Institute staff, agency staff and high school students selected to serve as Social Media Squad members to complete these tasks.

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

During this quarter Language Sources met with the National Park Service (NPS) volunteer coordinator at Lake Mead to outline a task list and timeline for development of a bi-lingual beach host program. March 24, 2012 Lake Mead will be having a Great American Cleanup event. Language Sources will recruit volunteers in the Hispanic community to attend the cleanup. After the cleanup a special session will be held with the Hispanic community presenting the opportunity to assist in the development of a beach host program throughout the summer. Five to ten people who would be scheduled throughout the summer to help conduct impromptu beach cleanups in targeted areas. Four to five locations in Lake Mead would be selected for the cleanups to get the word out about trash and recycling and have the beach goers help us with a clean-up. Language Sources will be assisting in the scheduling as well as an initial training session. At the end of the summer, Language Sources will be involved in working with the NPS and volunteers to develop a manual that will be used to run the program in the coming years.

Objective: Implementation of Building of Staff and Volunteer Technological Competency

The training that the social media marketing firm is developing will build volunteer technological competency in addition to enhancing the media campaign.

Work continued on finalizing 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

A recruitment procedure was developed and work commenced on the training manual the volunteers will use to assist them in monitoring according to the developing standard operating procedures. Fifteen volunteers will be recruited to monitor three sites each. Maps were created for each of the sites and field testing of each site was conducted by Public Lands Institute staff.

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 the visibility of the Interagency recycling logo was increased by participating in the celebration of America Recycles Day (ARD) at the UNLV homecoming game. With attendance at 26,281 (based on tickets sold), tens of thousands of people were exposed to the logo on the jumbotron and in the announcements during the game. To highlight the appearance of the logo

on the jumbotron the following announcement was made: "Celebrate America Recycles Day with Don't Trash Nevada. Green up your day on November 15th."

In addition to purchasing a marketing package, the Public Lands Institute assisted in volunteer recruitment and training for participation in the EPA Game Day Challenge. ARD resulted with 120 volunteers providing 440 hours of service. 13, 033 pounds of recyclables were collected, with 1,139 pounds of compostables and had 11, 304 pounds of trash. There was a 56% diversion rate. Per capita, there was .655 pounds per person in recyclables, .057 pounds per person in organic waste and .57 pounds per person in trash. The overall, per capita numbers of waste generation per person (all three categories) was 1.28 pounds per person.

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 continued 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 worked with agency staff to ensure NEPA documents are in place for the areas youth may be interested in cleaning.

Submitted by:



Margaret N. Rees, Principal Investigator

February 23, 2012

Date