

7-24-2012

## Take Pride in America Phase III: Quarterly Progress Report, Period Covering April 25, 2012-July 24, 2012

Margaret N. Rees

*University of Nevada, Las Vegas, peg.rees@unlv.edu*

Follow this and additional works at: [https://digitalscholarship.unlv.edu/pli\\_litter](https://digitalscholarship.unlv.edu/pli_litter)



Part of the [Civic and Community Engagement Commons](#), [Community-Based Learning Commons](#), [Desert Ecology Commons](#), [Education Commons](#), [Environmental Health and Protection Commons](#), [Natural Resources and Conservation Commons](#), and the [Sustainability Commons](#)

---

### Repository Citation

Rees, M. N. (2012). Take Pride in America Phase III: Quarterly Progress Report, Period Covering April 25, 2012-July 24, 2012. 1-8.

Available at: [https://digitalscholarship.unlv.edu/pli\\_litter/37](https://digitalscholarship.unlv.edu/pli_litter/37)

This Report is protected by copyright and/or related rights. It has been brought to you by Digital Scholarship@UNLV with permission from the rights-holder(s). You are free to use this Report in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s) directly, unless additional rights are indicated by a Creative Commons license in the record and/or on the work itself.

This Report has been accepted for inclusion in Anti-littering Programs by an authorized administrator of Digital Scholarship@UNLV. For more information, please contact [digitalscholarship@unlv.edu](mailto:digitalscholarship@unlv.edu).



## QUARTERLY PROGRESS REPORT

University of Nevada, Las Vegas  
Period Covering April 25, 2012-July 24, 2012

Cooperative Agreement Number L11AC20191

Take Pride in America Phase III

### Executive Summary

- The GIS database continued to be populated with data.
- Hector's Helpers added an additional youth group.
- The new website launched and social media efforts began.
- The pilot testing of the litter monitoring program continued.

### Introduction

The University of Nevada Las Vegas Public Lands Institute (PLI) 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**

The GIS database continues to be populated by agency staff. During this quarter the Mojave Desert Ecosystem Program, where the sharepoint site for interagency access will be housed, experienced funding challenges which delayed development of the sharepoint site.

**Community Involvement**

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

During this quarter the Public Lands Institute added an additional group to the Hector’s Helpers program, seeking to engage youth in coordination of 12 clean-ups per year. A group of youth met weekly at the Cambridge Community Recreation Center to participate in the Hector’s Helpers program beginning June 13, 2012. Topics covered with the group included public lands awareness, responsible environmental behavior, teamwork, leadership and volunteerism. They chose to complete a cleanup at the Spring Mountains National Recreation Area and scheduled it to take place in the next quarter. Figure 1 contains a summary of the youth contact hours and clean up data.

The Cambridge Community Recreation Center planned an anti-litter themed project supported by the Earth Force model of community action and problem solving. The purpose of the project was to allow students the experience of creating a project on their own.

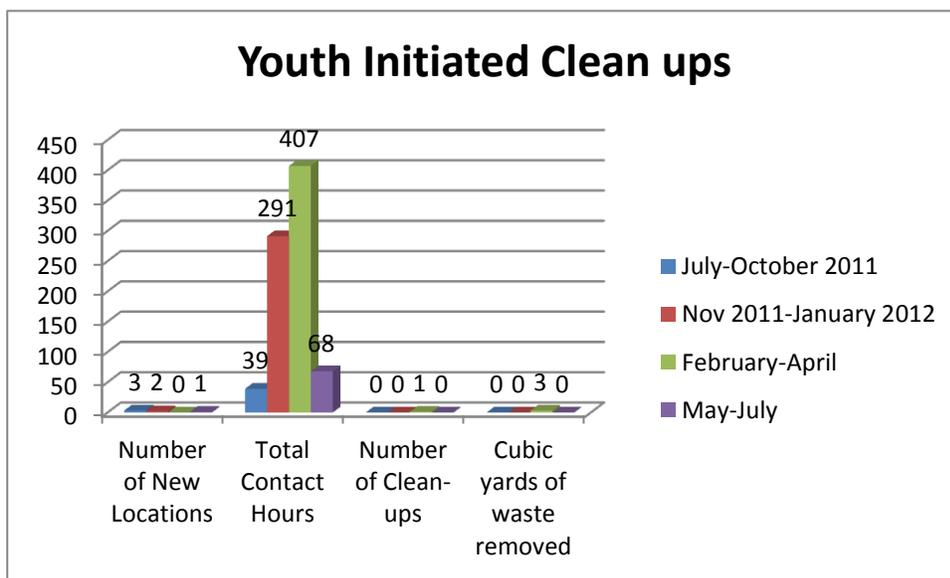


Figure 1. Clean up data

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

During this quarter the new website launched. Originally promoted through an ad campaign, the website saw a great increase in visitors to the site. As summer commenced, students began vacation, and temperatures increased, site visitorship has diminished.

Website traffic is monitored through Google Analytics. Between the May 25 - July 24 timeframe, 450 total visitors viewed the Don't Trash Nevada web page (see Figure 2), 203 of which were unique visitors, comprising a total of 1,936 pageviews. The average visit lasted for 5 minutes and 09 seconds with just slightly more than 4 pages viewed.

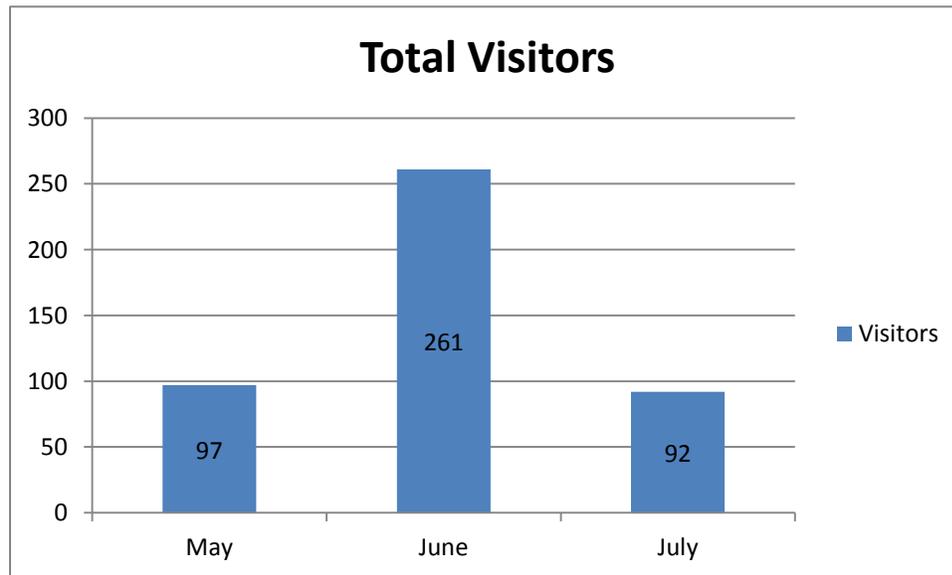


Figure 2. Total Number of Visitors to [www.DontTrashNevada.org](http://www.DontTrashNevada.org) from May 25-July 24, 2012

As illustrated in Figure 3 (below) traffic originated mostly from search engines (51% of total traffic), with direct visit and referral traffic split nearly equally with 24.9% and 24% of total traffic respectively. A slight majority of search traffic (16.52%) came through secured search channels (such as users signed in to Google, and Firefox browser users) and keyword data is not provided. The remaining significant percent of visitors used keywords "donttrashnevada" (14.78%), "don't trash nevada" (13.48%), and "don't trash nevada email" (10.43%).

Behind search traffic, direct traffic comprised 24.9% of total visitors to the website, with 112 visits originating as direct visits. Most of these direct visits (96 total, 59.38% of which were new visitors) landed on the Home page ([donttrashnevada.org/](http://donttrashnevada.org/)).

The remaining visitors originated from referral traffic and accounted for 24% of total traffic, with 108 site visits. 26.85% of referred traffic were unique visitors, with Facebook referrals accounted for 22% of referral traffic. However, referral traffic data also includes data redirected

from the Don't Trash Nevada IP address (67.72.7.202), which was used to access the site prior to the site being officially launched.

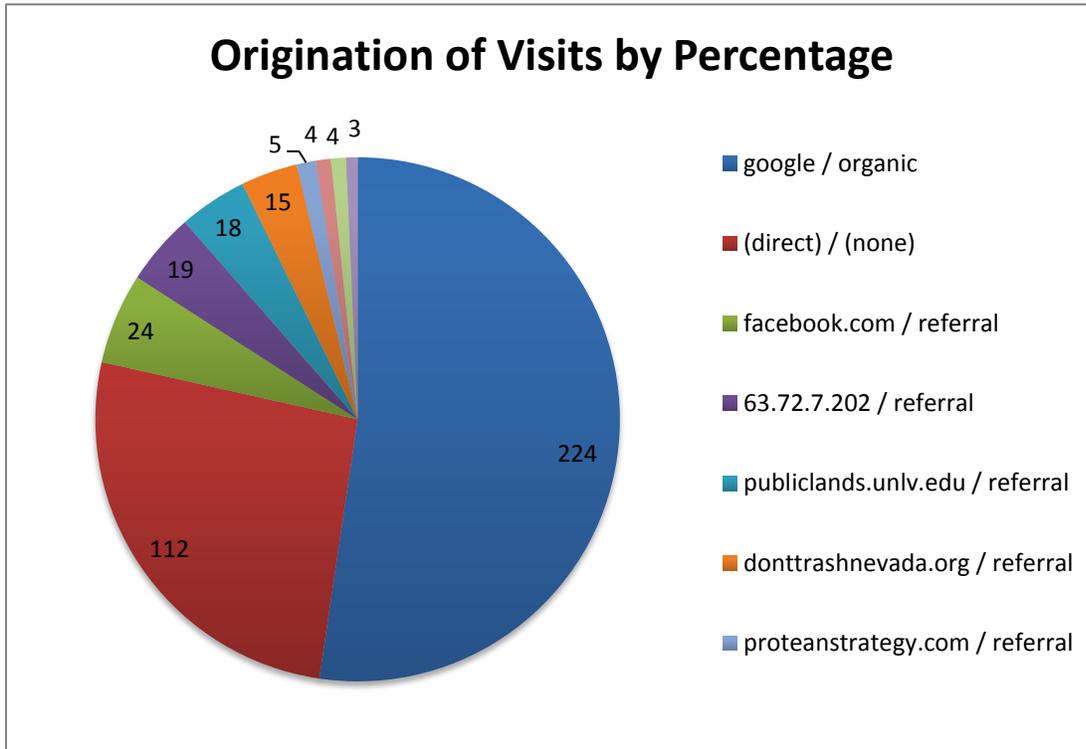


Figure 3. Origin of visits by percentage

Overall, data from Google Analytics demonstrate that the majority of site visits originate from search engine traffic, direct access to the website URL, and through Facebook referrals. The quarter began with great interest; however, visits to the page diminished near the end of the quarter as summer started and temperatures swelled.

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

To support the efforts of the Social Media Squad a media buy was made that included television, radio and gas pump topper ads. Thanks to the efforts of the Social Media Squad, Don't Trash Nevada launched a Facebook presence during this quarter. Figure 4 (below) shows the number of people that are following the Don't Trash Nevada page. Followers grew quickly and plateaued this quarter.

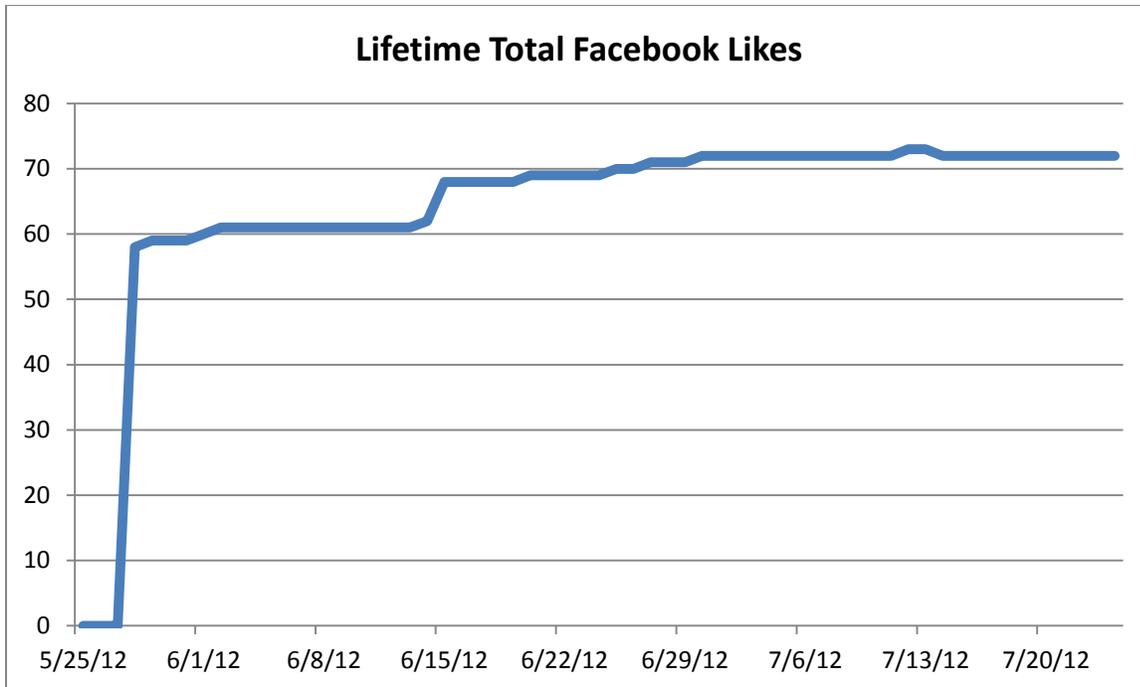


Figure 4. The total number of people who have liked the Don't Trash Nevada Facebook Page.

Examining the level of engagement Facebook users have with the messaging campaign provides the Social Media Squad with valuable feedback on how to increase the impact of the message. Weekly engagement (illustrated below in Figure 5) indicates that engagement climbed quickly, dropped and then began another climb. Engagement will continue to be tracked in order to increase the efficacy of the social media messaging.

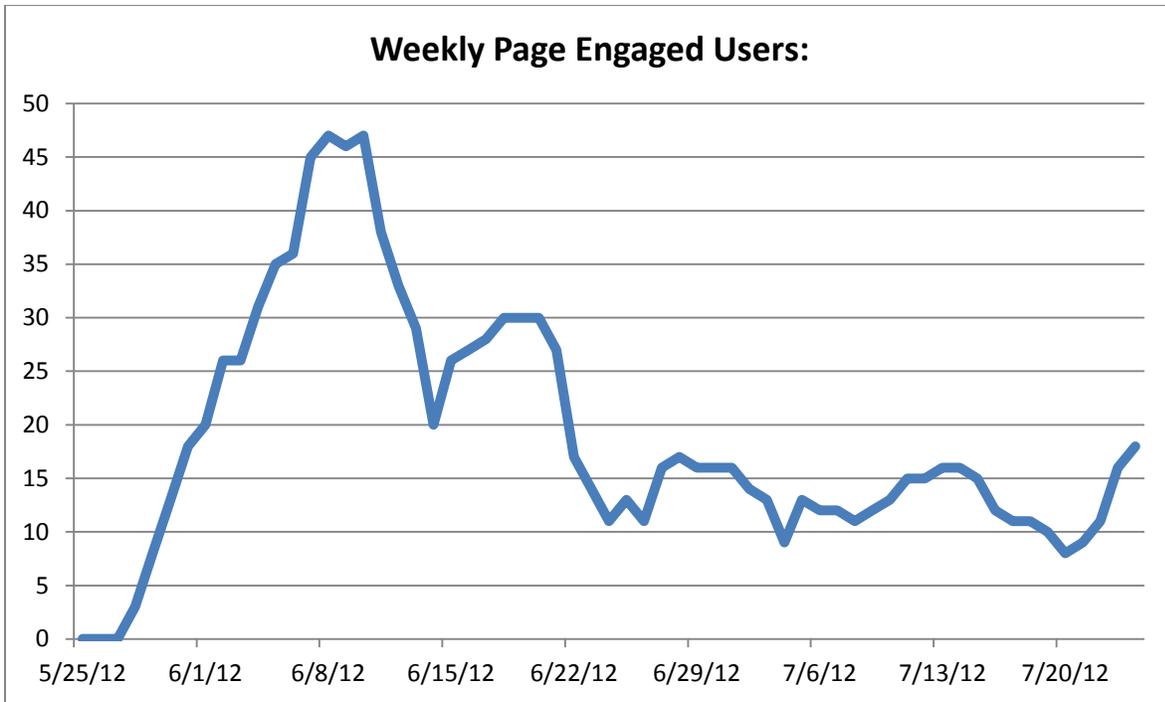


Figure 5. The number of people who clicked, commented or shared Don't Trash Nevada Facebook content.

The total reach of a Facebook page is a reflection of how far the message spreads among Facebook users. Figure 6 illustrates that the total reach was in a decline toward the end of the quarter. Efforts will be made to increase the total reach in the future.

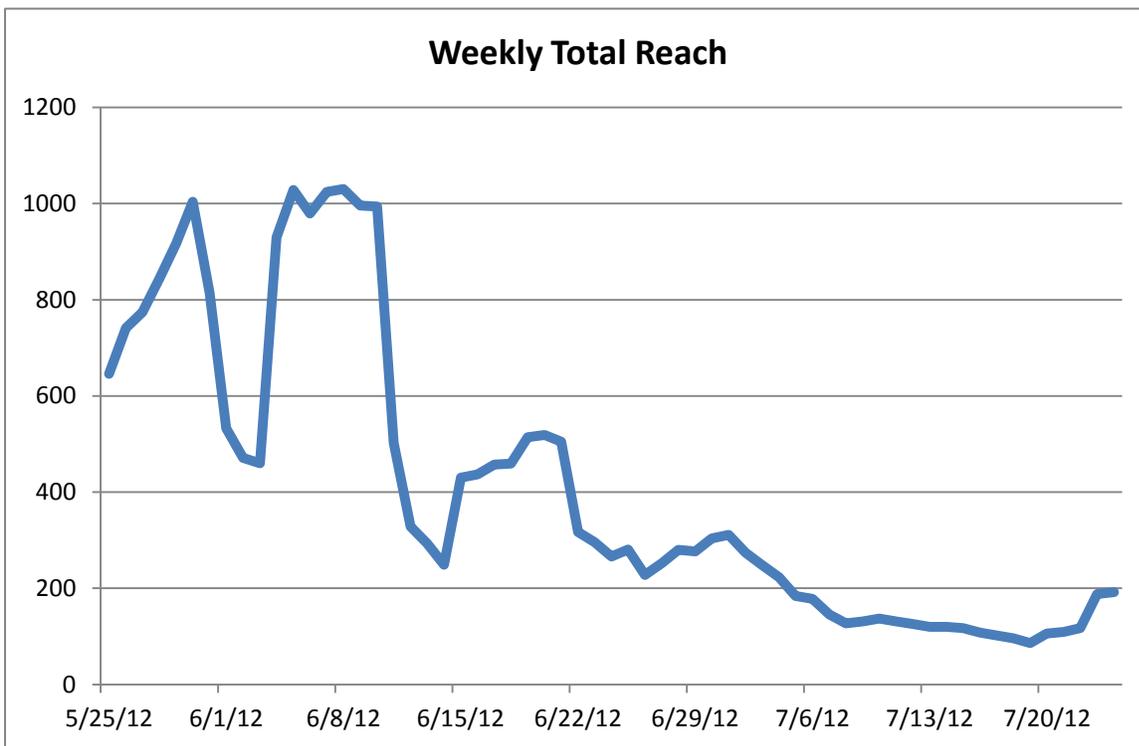


Figure 6. The number of people who have seen any content associated with the Don't Trash Nevada Facebook Page.

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

During this quarter progress was again delayed on the extension of the pilot litter program. To understand whether or not the contract should be terminated and a different direction should be pursued, discussions were held with the supervisor of the Mt. Charleston pilot litter program and the Volunteer Coordinator at Lake Mead. It was determined that the beach host program was the appropriate way to extend the program and that a time extension request should be initiated by the Bureau of Land Management (BLM) to provide time to complete the project.

**Objective: Implementation of Building of Staff and Volunteer Technological Competency**

Staff and volunteer technological competency was built this quarter as volunteers continued to field test the forms that will be used to collect data for the GIS database. The Social Media Squad continued to receive guidance on best practices for using the social media technology to engage the community.

***Lack of Data***

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

By the end of the quarter the pilot testing of the volunteer monitoring program was complete. Volunteers assisted in the refinement of the field collection form and plans were made to create an online form for volunteers to enter the collected data.

With the pilot testing complete, work commenced on the selection of the additional sampling sites. The selection of BLM sites was completed and the initial field visits to ground truth the feasibility of the computer generated locations was begun. This process is done to ensure that volunteers can safely access the selected locations. In some instances the maps do not contain information about barricades or other hazards that would disqualify the selected site from inclusion in the sampling plan. Repeated efforts were made to work with United States Forest Service (USFS) staff to determine appropriate locations from which to sample, all to no avail. It is not clear whether the USFS is interested in participating in the monitoring of litter and dumping on their land.

The National Park Service (NPS) has developed a process for determining which locations should be considered for potential sampling sites. Final determination of sampling locations will be made in the next quarter.

***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**

During this quarter the National Park Service continued to implement the pilot test of recycling in selected public areas at Lake Mead. The best practices and lessons learned during their test will be shared with the other agencies as they seek to develop recycling.

**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 continued to discuss 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. Work progressed on a white paper that describes the accomplishments of Don't Trash Nevada and establishes a need for staff funds.

**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

July 23, 2012

Date