1-5-2012


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Take Pride in America in Southern Nevada

Executive Summary

- A total of 11 clean-up events were conducted this quarter.

Summary of Attachments

- Appendix A: Meeting Agenda & Notes

Collaboration with Interagency Teams

The Interagency Anti-Litter Team met twice this quarter: October 25, 2011 and December 13, 2011. The meeting agendas and meeting notes can be found in the Attachments to this report. The team communicates on a regular basis and is providing direction on all four subtasks as detailed below.

Task 1: Strategic Planning and Project Management.

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

Collaborative Efforts

The team continued to be an active participant in the Keep Las Vegas Beautiful efforts. Keep Las Vegas Beautiful became an active partner in the Hector’s Helpers program by providing arts and crafts supplies, cameras and snacks for the youth in each program. Hector’s Helpers programs were started at the East Las Vegas Community Center and Stupak Community Center. Programs at two Boys and Girls Club locations (Andre Agassi and McCabe) were also started.

In December the project manager met with the Regional Chief of Resources Management for the Bureau of Reclamation (BOR) to present the Don’t Trash Nevada program and explore the potential for collaboration. The chief received the information with enthusiasm and indicated that BOR would be interested in implementing the desert dumping database and volunteer monitoring.
The Nevada Department of Environmental Protection (NDEP) contacted the team in December to discuss adding additional data to the collaborative GIS database. Previously NDEP shared information about the locations of teachers that deliver the NDEP recycling curriculum. In the next quarter, they will be sending over the dataset that contains the locations of all the recycling centers in Nevada. This dataset will be added as a layer into the map that will be displayed on the Don’t Trash Nevada website.

**Recycling Efforts**
America Recycles Day resulted with 120 volunteers providing 440 hours. 13,033 pounds of recyclables were collected, with 1,139 pounds of compostables and had 11,304 pounds of trash. We had a 56% diversion rate. Per capita, we had .655 pounds per person in recyclables, .057 pounds per person in organic waste and .57 pounds per person in trash. Our overall, per capita numbers or waste generation per person (all three categories) was 1.28 pounds per person.

**GIS Project Planning and Management**
This quarter a sampling plan was developed for the volunteer monitoring program that will provide data for the GIS database. The UNLV GIS specialists created a statistically valid transect sampling plan and went into the field to determine the feasibility of the protocol. The plan utilizes a balanced design procedure which includes open dumping sites, closed dumping sites (i.e., sites that have been cleaned) and sites that do not have a dumping record. Sites that do not have a dumping record have been included to enable land managers to assess whether new dumping areas are being created.

**Task 2: Messaging Campaign**
The redesign of the website continued. The team reviewed a rough draft of the site and found it unacceptable in many areas. Comments were delivered to the web designers and their response has been slow with little improvement to the site.

**Program Website**
The Don’t Trash Nevada official Web site (www.donttrashnevada.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 Figure 2 below). The federal holiday at the end of the quarter necessitated an early deadline for this report. Current information for the website was unavailable at the time this report was prepared. Updates will be included in the final report for the project.
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.

Community Outreach
The Take Pride in America Southern Nevada Team attended two community outreach events. 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 – October – December 2011**

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Number of Direct Contacts</th>
<th>Number added to Mailing List</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNLV Day at the Galleria</td>
<td>152</td>
<td>8</td>
</tr>
<tr>
<td>America Recycles Day, UNLV Homecoming Football Game</td>
<td>120 direct *attendees to game 25,479</td>
<td>0</td>
</tr>
</tbody>
</table>

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 668 volunteers donated 2,607 hours to our public lands during eleven 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 $55,685.52.

**Figure 2 shows the number of events per quarter since program inception.**
Figure 3 shows the number of volunteers participating in events each quarter since program inception.

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

Figure 5 shows the value of volunteer hours since program inception in dollars and cents.
Figure 6 shows the number of cubic yards of waste removed from public lands by volunteers.
Figure 7 compares the volume of trash removed from public lands since program inception to a popular monument. NOTE: Due to the early deadline for this report necessitated by the federal holiday the amounts from the additional roll off space provided by the team are not included.
Volunteer Clean-Up Events

The 11 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.

**Be the Change Day**
October 1, 2011- Placer Cove-Lake Mead- NPS
20 volunteers worked for six hours each (120 hours) to clean-up the Placer Cove area. This event was a partnership between the NPS and Gr8divin, who adopted Placer Cove, to do a dive event as well. Volunteers removed a total of 67 bags of litter from the area. This equates to 1675 pounds or 4.5 cubic yards of litter and glass.

**Alexander Dawson NJHS Cleanup**
October 5, 2011- Desert Tortoise Conservation Center- BLM
44 volunteers from Alexander Dawson High school removed 3 cubic yards of trash.

**Cottonwood Cove Eco Dive & Beach Cleanup**
October 8, 2011- Cottonwood Cove- Lake Mead- NPS
We had 174 land volunteers and 43 divers participate in the event. Volunteers removed approximately 7,140 pounds or 19.8 cubic yards of litter. Land volunteers scoured a 2 square miles area, which mainly concentrated on the shoreline/beach area and subsurface of the marina.

**Sandy Valley Cleanup**
October 22, 2011- Sandy Valley- BLM
20 volunteers removed 70 cubic yards of trash

**Las Vegas Boat Harbor Eco Dive and Beach Clean-up**
October 29, 2011- Las Vegas Boat Harbor Launch Ramp- Lake Mead- NPS
55 land volunteers picked up 600 pounds of trash, and one 30 gallon bucket of glass. 20 dive volunteers picked up 100 pounds of trash from underwater. All volunteers contributed over 300 hours to the clean-up. This event was a co-sponsored event with our concessioner, Las Vegas Boat Harbor.

**Callville Bay Beach Cleanup**
November 5, 2011- Callville Bay- Lake Mead- NPS
35 volunteers collected 4940 pounds of trash from the wash, shoreline and marina area. They contributed 140 hours to the cause. This event was a co-sponsored event with our concessioner at Forever Resorts, Callville Bay.

**KOA Cleanup**
November 6, 2011- CTA-North end of Durango- BLM
120 volunteers removed 28 cubic yards of trash

**Placer Cove Beach Cleanup**
November 12, 2011- Placer Cove- Lake Mead- NPS
Twenty-five volunteers assisting with a shoreline litter removal donating over 125 hours. GR8DIV’N provided 21 divers who assisted with subsurface cleanup donating over 126 hours. Volunteers removed approximately 1,600 pounds of litter. Items removed by the divers included two chairs, two inflatable pool rafts, one tarp, one grill and one patio umbrella.

**National Family Day**

November 19, 2011- Lake Mead NRA- Boulder Beach- NPS

27 volunteers worked for 4 hours each donating a total of 108 hours to the park. Volunteers raked, shoveled and bagged debris from two loops in the Boulder Beach Campground. Approximately 32 cubic yards of debris was removed.

**North East Lamb Clean-Up**

December 10, 2011- North East Lamb and Centennial- BLM

29 volunteers removed 50 cubic yards of trash.

**Foothill Eagle Scout Project**

December 17, 2011- College Drive- BLM

35 volunteers removed 60 cubic yards of trash.

**Table 2. Don’t Trash Nevada Sponsored Clean-ups October - December 2011.**

<table>
<thead>
<tr>
<th>Date</th>
<th>Agency</th>
<th>Location</th>
<th>Nature of Work</th>
<th>Number of Volunteers</th>
<th>Accomplishments</th>
<th>Total Volunteer Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/1/2011</td>
<td>NPS</td>
<td>Placer Cove</td>
<td>Clean-Up</td>
<td>20</td>
<td>20 volunteers worked for six hours each (120 hours) to clean-up the Placer Cove area. This event was a partnership between the NPS and Gr8divin, who adopted Placer Cove, to do a dive event as well. Volunteers removed a total of 67 bags of litter from the area. This equates to 1675 pounds or 4.5 cubic yards of litter and glass.</td>
<td>120</td>
</tr>
<tr>
<td>10/5/2011</td>
<td>BLM</td>
<td>Alexander Dawson</td>
<td>Clean-Up</td>
<td>44</td>
<td>44 volunteers from Alexander Dawson High school removed 3 cubic yards of trash</td>
<td>176</td>
</tr>
<tr>
<td></td>
<td>NJHS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10/8/2011</td>
<td>NPS</td>
<td>Cottonwood Cove</td>
<td>Eco-Dive and Beach Clean-up</td>
<td>217</td>
<td>Approximately 7,140 pounds or 19.8 cubic yards of litter. Land volunteers scoured a 2 square miles area, which mainly concentrated on the shoreline/ beach area and subsurface of the marina</td>
<td>696</td>
</tr>
<tr>
<td>10/22/2011</td>
<td>BLM</td>
<td>Sandy Valley</td>
<td>Clean-Up</td>
<td>20</td>
<td>20 volunteers removed 70 cubic yards of trash</td>
<td>80</td>
</tr>
<tr>
<td>10/29/2011</td>
<td>NPS</td>
<td>Las Vegas Boat Harbor</td>
<td>Eco-Dive and Beach Clean-up</td>
<td>75</td>
<td>55 land volunteers picked up 600 pounds of trash, and one 30 gallon bucket of glass. 25 volunteers picked up 100 pounds of trash from underwater. All volunteers contributed over 300 hours to the clean-up.</td>
<td>300</td>
</tr>
</tbody>
</table>
Take Pride in America ∙ Quarterly Report

11/5/2011  NPS  Callville Bay  Clean-Up  35  35 volunteers collected 4940 pounds of trash from the wash, shoreline and marina area. They contributed 140 hours to the cause.  140

11/6/2011  BLM  CTA North  Clean-Up  120  120 volunteers removed 28 cubic yards of trash  480

11/12/2011  NPS  Placer Cove  Clean-Up  46  25 volunteers assisting with a shoreline litter removal donating over 125 hours. GR8DIV’N provided 21 divers who assisted with subsurface cleanup donating over 126 hours. Volunteers removed approximately 1,600 pounds of litter. Items removed by the divers included two chairs, two inflatable pool rafts, one tarp, one grill and one patio umbrella.  251

11/19/2011  NPS  Boulder Beach  Clean-Up  27  27 volunteers worked for 4 hours each donating a total of 108 hours to the park. Volunteers raked, shoveled and bagged debris from two loops in the Boulder Beach Campground. Approximately 32 cubic yards of debris was removed.  108

12/10/2011  BLM  North East Lamb  Clean-Up  29  29 volunteers removed 50 cubic yards of trash  116

12/17/2011  BLM  College Drive  Clean-Up  35  35 volunteers removed 60 cubic yards of trash.  140

TOTALS  11 Events  668  294 Cubic Yards Removed  2607

Table 2 summarizes all Don’t Trash Nevada sponsored clean up events from October - December 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. Due to the federal holiday the amount of additional dumpsters was unavailable at the time of this report.

**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.

December 21, 2011
Margaret N. Rees, Principal Investigator

Take Pride in America ∙ Quarterly Report  10
ATTACHMENTS
APPENDIX A
### Anti-Litter Team
#### Meeting Agenda
**October 25, 2011**

**Meeting Called By:** Erika Schumacher, team lead  
**Participants:** Beth Barrie, Bob Loudon, Amy Sprunger, Gordon Gilbert

**Location:** Interagency Office Conference Room B

<table>
<thead>
<tr>
<th>Start</th>
<th>End</th>
<th>Time</th>
<th>Item</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. Team members</td>
<td></td>
</tr>
<tr>
<td>9:30 AM</td>
<td>10:00 AM</td>
<td>0:30</td>
<td><strong>Monitoring Plan:</strong> The team will review and discuss the proposed monitoring locations.</td>
<td>Erika Schumacher</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>10:10 AM</td>
<td>0:10</td>
<td><strong>Break</strong></td>
<td></td>
</tr>
<tr>
<td>10:10 AM</td>
<td>10:30 AM</td>
<td>0:20</td>
<td><strong>America Recycles Day:</strong> The team will be briefed on the plans for America Recycles Day.</td>
<td>Beth Barrie</td>
</tr>
<tr>
<td>10:30 AM</td>
<td>10:50 AM</td>
<td>0:20</td>
<td><strong>Social Media Plan:</strong> The team will discuss the objectives of the social media plan.</td>
<td>Beth Barrie</td>
</tr>
<tr>
<td>10:50 AM</td>
<td>11:35 AM</td>
<td>0:45</td>
<td><strong>Hector's Helpers Update:</strong> The team will receive an update on the locations of the Hector's Helpers program, examine the sustainability of DTN education programs, discuss hosting Hispanic culture training and decide about ordering more t-shirts.</td>
<td>Beth Barrie</td>
</tr>
<tr>
<td>11:35 AM</td>
<td>12:00 PM</td>
<td>0:25</td>
<td><strong>FY 12 goals:</strong> The team will finalize goals for FY12.</td>
<td>Erika Schumacher</td>
</tr>
</tbody>
</table>

**Total**  
3:00
Anti-litter & Desert Dumping Meeting Notes
October 25, 2011

Attendees
Beth Barrie, Bob Loudon, Amy Sprunger, Craig Palmer (UNLV GIS specialist)

Monitoring
Site 95 – would they drive or walk; driving took about 10 minutes; walking took 20 minutes to walk 200 foot and back on 100 foot

Site 96 – drove but no marker to tell when you change from private to public land

New Site – couple minutes to drive, 18 minutes to walk

Recommendation – takes about 20 minutes to do the 100 foot and 200 foot walking so it should be done by walking; maps should have reference point to keep in a straight line

Spring mountains – west side areas outside Paruhmp would be similar to BLM situation

Suggestions from Craig – lots of people have cameras so they could submit photos with their reports; they will need training on what the various intensity levels look like, might want to take them to various levels of intensity sites; training needs to include hazards of hazardous waste, especially meth lab stuff; two monitors need to go together

How to recruit people – one person at a time maybe in some areas; need to make it easy; the people that call in could be asked; people walking dogs; OHV clubs; NPS

Is there a modification of this for recreation sites? Beth will get with Nancy and Bob to do some brainstorming on this; Gordon mentions good to see if less glass and Styrofoam

Will need to have protocol in place for replacing open ones that have been closed with new open ones and also need to think about how we’d pick a new site if it becomes an open one

Craig will come back with similar design for ohv roads in early January

Pilot in the field mid February both urban and rural

America Recycles Day
Beth will send out the recruitment announcement

Education sustainability
Through 2013 could rotate through agencies on a short term basis
Education team contract with Outside Las Vegas mobile exhibit, families in nature, children’s outdoor bill of rights, healthy children initiative, graphic novels

Hectors Helpers is a good program, if more funding can be provided that’s not SNPLMA we should work to do that, who would apply for the grants, could see if KLVB can take on the administration of that

Super Hector and Hector’s Helpers could be packaged together

USFWS, NPS: Amy says PAO Gordon says maybe he and Nancy could split it

Seems like Outside Las Vegas would be a good place for the fundraising to happen; could ask NV Mining Association to fund part time employee that would be dedicated to litter stuff

Beth will talk to KLVB about getting funding for a part time staff member to run Hector’s Helpers; Beth will get with Erika about starting a conversation with Outside Las Vegas and Bob has offered to help

Monitoring Program will need to be kept going, again Outside Las Vegas is good for that; agencies would need to find first year of funding; USFWS south interface Clark County has blocked so there’s not as much need to monitor

KLVB needs more county representation

**Hispanic Cultural Sensitivity Training**

are there things we can be doing at our rec sites to engage Hispanic visitors in cleaning up; market it so rec techs would be motivated to come

Website Keep Las Vegas Beautiful might be the better thing to get behind than Don’t Trash Nevada because it’s hometown pride

**FY12**

Pursue sustainability

**Round Table**

USFS Snow host program being considered

USFWS Corn Creek Road could use a church group or volunteer group to clean it up; dozen people for an afternoon, get a dumpster; Beth will get with Eric about scheduling something before February

NPS Placer Cove more family groups, less thugs; outlawing open containers of alcohol at Placer and no overnight camping

Beth will send out link and call in number for Tuesday on Monday
**Meeting Called By:** Erika Schumacher, team lead  
**Participants:** Beth Barrie, Nancy Bernard, Mark Chiger, Amy Sprunger, Gordon Gilbert

**Location:** Lake Mead Water Safety Center

<table>
<thead>
<tr>
<th>Start</th>
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</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 and meet Mark Chiger.</td>
<td>Team members</td>
</tr>
<tr>
<td>9:30 AM</td>
<td>10:00 AM</td>
<td>0:30</td>
<td><strong>Social Media Plan Review:</strong> The team will review two options for the development of a social media plan and provide input on which scope of work is best.</td>
<td>Beth Barrie</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>10:10 AM</td>
<td>0:10</td>
<td><strong>Break</strong></td>
<td></td>
</tr>
<tr>
<td>10:10 AM</td>
<td>10:55 AM</td>
<td>0:45</td>
<td><strong>Sustainability:</strong> The team will be briefed on the KAB conference and will discuss options for finding funding for a coordinator position. Each agency will identify what results need to continue.</td>
<td>Beth Barrie</td>
</tr>
<tr>
<td>10:55 AM</td>
<td>11:15 AM</td>
<td>0:20</td>
<td><strong>State meeting feedback:</strong> The team will review an email received and provide feedback to Erika on the appropriate response.</td>
<td>Beth Barrie</td>
</tr>
<tr>
<td>11:15 AM</td>
<td>11:30 AM</td>
<td>0:15</td>
<td><strong>Upcoming Events:</strong> The team will share upcoming event information.</td>
<td>Team members</td>
</tr>
</tbody>
</table>

**Total**  2:30
Anti-litter & Desert Dumping Meeting Notes
December 13, 2011

Attendees
Beth Barrie, Nancy Bernard

Social Media Plan
Nancy okay with splitting it to 20,000 or even doing the 30K level. If in the long run it will benefit the agencies it’s a good investment

Sustainability
PLI brought things to the table the feds don’t have like educational background, creating partnerships with West Tech, KLVB, the county: the visibility

We speak in one voice – the branding of DTN we have one voice

Sharing ideas like with recycling – we were able to look at recycling from a different standpoint, multiple perspectives, lessons learned,

Under 55,000 pounds somewhere around 25 tons; could have done it without the partnership but the push was there to focus on anti litter

Answering web queries it was so helpful to know the bigger picture and be able to say here’s what’s happening at Lake Mead but also what’s happening in the region

The PSAs, the messaging

16 recycling boxes will have DTN symbol unfortunate that don’t trash Arizona doesn’t have something similar

If didn’t have past 5 years would have still had events but not PSAs, not speaking in one voice, education piece would have been missing, strategic plan

Data use of database

Spent a lot of time at Placer so it’s looking better but that’s at the expense of other places in the park; Placer was hit every weekend if not by the volunteers by another division; people at the end of the season say thank you for making this better, park is saying thank you for helping make it happen; if you have a regional database you could use it to really know what areas are affected; would help plan future coordinated efforts like Placer; also help plan clean ups
Number of events/ed programs – show impact to potential funders, show work being done when people write in, tell them where they can join in, know what we’re capable of doing and also know how much funding we need for the dumpsters (we spent x amount of dollars in the past so we need x amount in the future)

700 when Nancy started when IVP started 2000 volunteers now up to 6000

# of youth engaged Everglades example of 10 years later those kids are voting to save the everglades

# of partners involved increases

# of hits on the various pages of the website

Could we do it without a coordinator probably would it be as effective probably not; Nancy could call Erika maybe once or twice a year

Who would the person be accountable to?

SNAP agencies, KLVB, Howard Hughes, BOR, Henderson, N. Las Vegas, Boulder City, Clark County parks and rec, airport, SNHD, casinos (Brad Tomm), Republic, concessioners, CUAs (pink jeep tours), same stakeholders as the July meeting but just regionally

NPS deliverables coordinated clean ups, media impressions (billboards, bus stops, movie theaters),

Could do it by getting the position going and then getting people around the table; kind of like how the litter team worked Doug got the clean ups going and then the team did the strategic planning

**State Meeting Feedback**

If website was provided for free for a period then dues were charged, coordinator would have to stay on top of the web statistics

Have to have a hired position not a volunteer to do the coordination but the hired person could get volunteers to help; might find a passionate person but they would be likely to burn out or move;

Erika could make it clear they can use the logo but at this point since there was no communication we’re going to move forward on coordinating work in the south; doesn’t sound like the two regions can meet; be firm but be kind

can’t tackle the divide between the north and south and be successful with litter

**Updates**

IVP team is doing sustainability and it’s taking a lot of their time

January is quiet, February a few restoration projects
March 24th GAC litter

Cottonwood Cove eco walk on March 10th, DTN trailer would be good to have there

Temple Bar eco dive and beach clean up in May

Few more dates open for NPS March 31, April 14

Nancy and Maria are meeting in January to pick dates for the community event

Oz launches March 7th every Wednesday, Friday and Saturday