



Keep Iowa Clean and Beautiful Task Force Report



June 30, 2006

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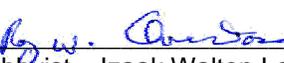
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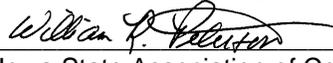
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Preamble

The success of America is based on the individual actions of its citizens and by citizen leadership. Government is a tool to assist those citizens in our search for quality of life. Generally, the stronger the citizen commitment to improving the quality of life, the less government required.

There are not many issues that directly involve or impact every citizen of Iowa. Litter (and extreme littering - illegal dumping) is one of those issues that touches every citizen of our state. Every Iowan litters or is impacted by the expense of cleaning up after those that litter. Historically, littering is an issue that our heritage of strong Iowa pride normally controlled. When pride and Iowans don't control it and littering levels start to impact others, government steps in and laws and penalties are established.

The "bad news" that this is a situation that most Iowans would like to avoid. The "good news" is that it is a situation that can be reversed with a commitment by each Iowan to prevent it from happening. It is one of the few problems that can hopefully be rectified by our own efforts and at a low cost of time, effort and dollars. Just imagine the potential of having a law that is no longer needed. Re-establishing our historic level of pride is the key to success.

This report tends to focus on what government needs to do to help solve the problem. In the short run that is critical. *In the long run it is citizen pride and personal responsibility that are needed.* As co-chairs, we challenge every Iowan – young or old, new citizen or those with heritage, all social or income levels, corporate leaders or community activists – to make a personal commitment to intolerance of litter and those that litter. We encourage you to take action to resolve the problem and to support education efforts in your community and schools that will help to guide appropriate behavior patterns. The results will be a legacy of pride in your community and the countryside of Iowa.



Gerry Schnepf, Executive Director, Keep Iowa Beautiful
Co-chair, Keep Iowa Clean and Beautiful Task Force



Kirk Tyler, President, Atlantic Bottling Company
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Background

The cost to Iowa taxpayers is over \$13.5 million per year for cleaning up littering and illegal dumping by others. It is estimated that the cost to the private sector is at least this high. Over thirteen million of this cost is spent on clean up efforts; less than \$300,000 is spent on prevention. To have success in combating illegal dumping and littering, more effort, time, and money must be paid to prevention.

The following is a summary the most recent research and work on beautification and the litter and illegal dumping problem:

- In 2002, a survey of 706 public administrators at the city and county level showed a significant level of concern over the growing problem of illegal dumping as well as details about the type and location of illegally dumped material.
- In 2002 Keep Iowa Beautiful (Keep Iowa Beautiful) conducted a three part research program on roadway litter in the state with financing from the Iowa Department of Transportation (Iowa Department of Transportation) and Iowa Department of Natural Resources and support from the Iowa Society of Solid Waste Operations (ISOSWO). The first part focused on the cost to society, the second part targeted roadside sampling and the third part was an attitudinal survey of Iowans.
- In 2003, as a result of the first survey on illegal dumping, a guide called “How to Establish and Operate an Illegal Dumping Prevention Response Program” was prepared and regional workshops were conducted throughout Iowa.
- With funding from the Iowa Department of Natural Resources In 2004, Keep Iowa Beautiful conducted an illegal dumping education pilot program in three counties (Appanoose, Boone and Linn) to:
 - Test the local structure and process required to tackle the issue;
 - Identify the various media approaches that could be used to motivate action by citizens; and
 - Prepare a community guide - “A Community Guide to Combat Illegal Dumping” that contained the findings of the three pilot counties efforts.
- In 2006, these guides were distributed to community leaders throughout Iowa.
- Keep Iowa Beautiful was established in 2000 to focus on Community Enhancement and Litter and Illegal Dumping Prevention. To date it has
 - Established over 20 affiliate organizations around the state;
 - Increased public awareness to the issues;

Background

- Established a “Litter Free School Campus” program for Iowa schools to reintroduce the litter prevention concepts (absent from schools for over 30 years);
 - Established the Litter Enforcement Award program to recognize officers for their litter / illegal dumping prevention efforts.
- Other organizations like Trees Forever, Main Street and the Living Roadway Trust all assist in various levels of community enhancement.

The negative impacts of littering and illegal dumping affect not only the image of the state and its communities but have a tendency to decrease the level of pride and respect that Iowans have in their state. The research and testing is now completed and it is time to move into action throughout Iowa. The results of these research and study efforts are available on the Iowa Department of Natural Resources and Keep Iowa Beautiful websites.

Governor Vilsack, recognizing the threats on the basic quality image of Iowa, established by Executive Order the “Keep Iowa Clean and Beautiful Task Force” to provide recommendations and a plan to help reverse those trends.

The 14 members of the Governor’s Keep Iowa Clean and Beautiful Task Force met throughout the months of January through June 2006 to tackle these issues and develop this report. The group was composed of representatives from the private, public and not-for-profit sectors, from state and local government to solid waste agencies, recycling, fast food, and bottling.

The task force recommendations include:

- New programs;
- Support to and enhancement of existing efforts;
- Coordination of programs to increase effectiveness; and
- Enrolling and enlisting others that should become partners.

The desired results of the recommendations are to:

- Increase the attractiveness of Iowa for its citizens and visitors to the state, building pride and respect;
- Reduce health and safety problems related to littering and illegal dumping;
- Reduce the occurrence of littering and illegal dumping;
- Increase awareness of the prevalence, costs and risks of littering and illegal dumping; and
- Support economic development and tourism efforts.

Executive Summary

The task force broke into three committees to address the primary areas of concern, as laid out in Executive Order 47:

- Education
- Enforcement
- Funding

The following pages contain the detailed recommendations of each of the committees, with specific reference to the Executive Order's reference to the topics to be addressed. Recommendations are purposefully focused on:

- Being short-term, with accomplishment possible within six months to one year
- Realistic
- Feasible

The full task force adopts the recommendations listed herein, and further recommends them for implementation and further action.

In brief, these recommendations are:

- Two-year statewide mass media education campaign, including research
- Full implementation of 1-888-NOLITTR hotline
- Support Keep Iowa Beautiful's Litter Free School Campus Program
- Support Iowa Recycling Association 4Rs school newsletter
- Continue support of Community Guide to Combat Illegal Dumping
- Increase awareness the importance of illegal dumping and littering, and the relationship of such enforcement to greater public safety among law enforcement and members of the judicial system
- Communicate with city and county elected leaders reinforcing correlation with public safety, health, the environment, and community image
- Investigate feasibility of requiring food establishments to have a litter prevention plan and coordinate with industry on plan implementation
- Pursue a pilot program for an "illegal dumping surveillance team" within the Iowa Department of Natural Resources
- Create a committee specifically to study the current legal provisions and fines – civil and criminal – related to litter and illegal dumping
- Create a permanent public/private statewide entity to address the issue of litter and illegal dumping in Iowa
- Obtain the support for the recommendations of the task force from candidates for Iowa governor
- Re-authorize the Waste Tire Management Fund scheduled to sunset in 2007, in order to fund illegal dumping and littering education and prevention

Detailed Recommendations – Awareness and Education

From the Executive Order:

“Focusing on litter prevention, illegal dumping, and responsible waste disposal, and using recycling practices, technology, initiation of a toll free number for citizens to report litter, as well as community enhancement and beautification efforts”

“Coordination, cooperation, reporting, and communication among state agencies and their litter abatement and prevention programs and activities”

“Long-term, sustainable approach for reducing litter and increasing public awareness, personal responsibility, and community involvement”.

1. Statewide Litter Abatement Campaign – “Take a Stand For Your Land”

Current Situation

A pilot program was conducted in three Iowa communities based on community interest and involvement, size, media selection, and geographic distribution. The program was funded through the Iowa Department of Natural Resources in coordination with Keep Iowa Beautiful and Strategic America, a West Des Moines-based public relations and advertising agency. The areas that participated were Linn County, Boone County and Appanoose. “Take a Stand for Your Land” is the theme that was developed and used in all the public outreach. Research was conducted to determine awareness and attitudinal issues, a plan with varying strategies was designed and implemented, and assessment measures were considered for the purpose of evaluating strategies prior to a statewide educational and outreach effort.

Recommendations

A two-year multimedia statewide educational campaign is recommended to increase awareness and engagement of Iowans with the issues of littering and illegal dumping. Covering Iowa with a calibrated combination of paid and earned media messages ensures quick and efficient messaging overlaying various grassroots strategies. Take a Stand for Your Land should be used in statewide television ads and public service announcements and supported by radio and earned media. Surveys should be taken as well, to help guide proper messaging and implementation and to measure effectiveness of the education program (more on this under “Measurable Outcomes” below).

Television

To reach the most viewers and get the most coverage in Iowa, television spots would be aired in the top 2-3 stations in each of the following markets during the 6 and 10 p.m. newscasts:

- Cedar Rapids-
Waterloo-Iowa City &
Dubuque
- Des Moines-Ames
- Ottumwa
- Davenport-Rock
Island-Moline
- Sioux City
- Mason City-
Rochester
- Cable for SW Iowa

Bonus spots and value-added opportunities would be negotiated.

Detailed Recommendations – Awareness and Education

Earned Media

Research, plan and place stories with Iowa broadcast, print and Internet media highlighting the Take a Stand For Your Land program. Story angles would stress the environmental, public safety, and economic considerations associated with this issue. Key areas representing successes would be featured along with the 1-888-NOLITTR hotline and other planned initiatives. News releases, special events, and advisories as well as media desk side briefings and editorial board sessions will gain maximum exposure to the cause.

Radio

Supplementary radio would provide media frequency and targeting potential. The schedule and budget outlined below includes a run of 30 second spots every other week from May through September. A schedule of 20 spots per week would air on the two Iowa radio networks (Radio Iowa – 16 stations with large signal located in major metropolitan areas and Iowa Network Radio – 56 stations located in smaller and more rural markets). These two networks complement each other to provide statewide coverage.

Timeline and Financial Needs

Paid media – Year One

Television - two weeks each in spring and fall:	\$309,000
Radio: 11 weeks May through September:	\$121,000
<u>Total paid media budget:.....</u>	<u>\$430,000</u>

Earned media – Year One

Three months each spring and fall - \$5,000 per month:	\$30,000
<u>Total earned media budget:</u>	<u>\$30,000</u>

Creative Production – Year One

Write, design and produce ads, possible signage, and materials.....	\$40,000
<u>Total creative production budget</u>	<u>\$40,000</u>

Total Investment (Year 1)..... \$500,000

Year Two

Budget permitting, outreach in year two of the program should be done at half the level of the first year. The cost, then, for Year 2, is \$250,000.

Total Investment (Year 2)..... \$250,000

Measurable Outcomes

As mentioned above, surveys should be conducted. A statewide survey between Year 1 and Year 2 would provide results that would be measured against the previous attitudinal survey conducted by Keep Iowa Beautiful in 2002. It would measure aided and unaided consumer awareness. A second survey would also be conducted prior to Year 2. This would focus on Iowa law enforcement, environmental and prevention staff

Detailed Recommendations – Awareness and Education

to determine perceived effectiveness and recommended changes in the program. The costs of these surveys are not included in the above proposed budget, but would range between \$35,000 and \$50,000.

Additional measurable outcomes include actual litter/illegal dumping reduction, recognition and usage of the toll free number, awareness of the ads, signage, and received news coverage.

Suggested Partners or Resources

The recommendation is a continuation of the existing relationship including Iowa Department of Natural Resources, Keep Iowa Beautiful and Strategic America to execute the next phase of this statewide program.

2. A Community Guide to Combat Illegal Dumping

Current Situation

In a continuing partnership to deal with litter and illegal dumping, the Iowa Department of Natural Resources and Keep Iowa Beautiful initiated a study and pilot program to evaluate illegal dumping prevention methods in three Iowa communities. They established an Illegal Dumping Prevention committee to help guide the pilot programs. Each of the communities built a local task force of government, law enforcement officials and citizens dedicated to catching and prosecuting illegal dumpers.

“A Community Guide To Combat Illegal Dumping” is a guide based on results of those pilot programs. Based on best practices determined by the communities; it provides information and suggestions for creating an effective illegal dumping prevention program for any Iowa community.

An electronic copy of this guide can be downloaded from either www.iowadnr.com/waste/sw/illdump or www.KeepIowaBeautiful.com. Customizable template materials including posters, flyers, brochures, radio and newspaper ads, developed by Iowa Department of Natural Resources and Keep Iowa Beautiful for cities to use, are also available at these sites.

Recommendations

This guide will create an awareness and understanding of the problem; its impact on society and will empower people to take action. It will inform government workers and obtain a direct commitment to avoid littering.

Distribute the community guide to city and county government, county engineers, conservation boards, Iowa Recycling Association members, health departments, ISOSWO members and mayors and city managers through the Iowa League of Cities. It offers communities step-by-step information to create their own illegal dumping prevention program. This piece has been written and designed as part of the initial pilot program.

Detailed Recommendations – Awareness and Education

Regional marketing and training programs need to be expanded to accelerate the adoption of illegal dumping prevention.

Financial Needs

\$5,000 Annually

Measurable Outcomes

Measure your program's results regularly to gauge effectiveness.

- Conduct an annual survey – including an initial survey before the program begins as a baseline.
- Track Illegal dumping reporting phone calls.
- Track the number of dumpsites.
- Track the number of arrests, convictions and fines.
- Track the number of participants in program activities (individuals, clubs/service, groups and businesses.)

Suggested Partners or Resources

U.S. Environmental Protection Agency (EPA)

Iowa Department of Natural Resources

Iowa Recycling Association (Iowa Recycling Association)

Iowa Society of Solid Waste Operations (ISOSWO)

Keep Iowa Beautiful

3. Statewide Hotline: 1-888-NOLITTR

Current Situation

A 1-888-NOLITTR hotline is now available to all Iowans. The hotline offers options to report littering and illegal dumping, as well as information on how to adopt a roadway, park, river, lake or other public area, and how you can help Keep Iowa Clean and Beautiful.

Recommendations

The recommendation is the continuation of this outreach effort. Individuals now have the opportunity to report illegal dumping or littering in their communities with the 1-888-NOLITTR hotline. Citizens can call and report vehicles from which they observe litter being thrown (including cigarette butts, fast food wrappers, and other) or reporting illegal dumpers.

Individuals who have been reported as littering will be sent a letter informing them that they have been reported for that activity. The letter will provide educational tips to individuals who have been reported. They'll be informed how littering and illegal dumping endangers the environment, our wildlife, and may even threaten our safety. They'll also learn that their behavior costs Iowa taxpayers more than \$13.5 million annually. Additionally, reports of illegal dumping will be forwarded to the appropriate local sheriff.

Detailed Recommendations – Awareness and Education

Requests for information on adopting an area will be referred to Keep Iowa Beautiful for action.

Financial Needs

Finances for marketing and advancing the 1-888-NOLITTR hotline are within the Statewide Litter Abatement Campaign – “Take a Stand For Your Land.”

Measurable Outcomes

- The number of calls received regarding littering
- The number of calls received regarding illegal dumping
- Documentation of action as a result of reports to the hotline (e.g., number of letters issued and the number of illegal dumping reports forward to local sheriffs)
- The number of roadways, parks, rivers, lakes and other public areas adopted as a result of calls to the hotline
- The number of inquiries for information

Suggested Partners or Resources

Iowa Association of Chiefs of Police
Iowa Department of Natural Resources
Iowa Department of Public Safety
Iowa Department of Transportation
Iowa State Patrol
Iowa State Sheriffs and Deputies Association
Keep Iowa Beautiful

4. Litter Free School Campus Program and 4 R’s Recycling Newsletter

Current Situation

“Litter Free School Campus” Program

Based on a statewide survey, the estimated cost to clean up litter in Iowa school districts was \$3,336,000 – a cost of \$6.37 per student per school year. Almost no effort or dollars are being spent on prevention in the form of education and/or enforcement. The Keep Iowa Beautiful “Litter Free School Campus” Program values prevention higher than remediation. The program is an educational site including buildings and grounds, utilized responsibly with care, pride and respect by students, faculty, staff, administration and the general public. A school district’s commitment to adopt the “Litter Free School Campus” Program will allow schools to save money and secondly, foster pride and respect in the individual and at the school and community level.

4 R’s Recycling Newsletter

The Iowa Recycling Association has produced a publication entitled *4R’s* that is distributed during the school year to all private and public schools in Iowa. Currently the newsletter is mailed to more than 1,500 schools and 250 educational offices (including ag. extension offices, county conservation boards, and AEA agencies).

The *4R’s* is an abbreviation for the four principles of waste reduction - Reduce, Reuse, Recycle, and Renew. The newsletter is packed with information designed to assist

Detailed Recommendations – Awareness and Education

educators with implementing solid waste, recycling, and environmental stewardship information into their education curriculum. The *4R's* focuses on education and does not accept, solicit or print any advertising. Past issues of the publication are available on-line and searchable through an on-line archive.

Recommendations

Invite school districts to participate in the “*Litter Free Campus School*” Program at the level of their choice.

- An administrative level program is developed in the school to increase public awareness and to help promote participation by students, parents, and faculty.
- The next level is the educational component including activities and lesson plans that can be integrated into the current curriculum to reinforce the litter-free message.

By doing so, the school benefits financially and aesthetically, students benefit by becoming actively involved in solving the problem while building the level of pride and respect. Homes and the community benefit by the positive impact of a clean environment on people and the economy along with positive attitudinal changes.

Accelerate the implementation of the “Litter Free School Campus” Program from the pilot test level to a statewide initiative through an aggressive two-year marketing and training effort.

Promoting another environmental issue through an existing publication (4R's) will save energy and time and more effectively reach the targeted audience.

Financial Needs

“Litter Free School Campus” Program

Year 1 - \$100,000

Year 2 - \$100,000

4 R's Newsletter

Year 1 - \$5,000

Year 2 - \$5,000

Measurable Outcomes

Success will be measured by the contents of the two reports submitted to Keep Iowa Beautiful – one mid-year (by January 31st) along with a year-end report (by June 15th).

Suggested Partners or Resources

- Keep Iowa Beautiful with support of “Character Counts”
- Iowa Department of Natural Resources
- Iowa Department of Education
- Service organizations
- Private donors

Detailed Recommendations – Awareness and Education

4 R's Newsletter:

- Iowa Recycling Association
- Ag Extension Offices
- County Conservation Boards
- Area Education Agencies

Detailed Recommendations – Laws, Regulation, Enforcement

From the Executive Order:

“Evaluate current litter control and prevention laws and regulations and recommend changes that would significantly improve litter prevention through statutory, regulatory, or policy changes”

Current Situation

Iowa law enforcement and judicial system are vital components of a broad strategy to successfully combat illegal dumping, reduce litter, and keep Iowa beautiful. It is also well documented that litter and trash are the harbingers of blight and foster behavior that eventually leads to criminal activity. Yet, this is not always fully appreciated by the law enforcement community, and can be incorrectly perceived as trivial in the context of our judicial system.

Recommendations

1. Increase awareness of the importance of illegal dumping and littering, and the relationship of such enforcement to greater public safety among members of law enforcement.
 - Have this topic included in the curriculum at Law Enforcement Academy
 - Distribute information packets to law enforcement executives
 - Support the marketing and recognition of the “litter enforcement awards”
 - Provide anti-littering kits for law enforcement to provide in lieu of citation
2. Increase awareness of the seriousness of illegal dumping, litter and nuisances among members of the judicial system.
 - Provide information statewide on the concept of “Environmental Courts”
 - Package a program to present to the bar association and county and city attorneys
 - Establish an educational effort with the District Court Judges
3. Communicate with city and county elected leaders reinforcing correlation with public safety, health, the environment, and community image.
 - Encourage city/county building permit programs to include a provision that a landfill permit receipt must be provided before a certificate of occupancy can be issued. In the case where there isn't a requirement for building permits encourage private individuals to pay haulers half of the fee and when a landfill receipt is shown the other half can be paid.
4. Investigate feasibility of requiring food establishments to have a litter prevention plan. Coordinate with industry to implement such plans.
5. Pursue a pilot program for a “illegal dumping surveillance team” within the Iowa Department of Natural Resources.

Detailed Recommendations – Laws, Regulation, Enforcement

6. Request the governor with the concurrence of the General Assembly to create a commission to study the current legal provisions related to litter and illegal dumping.
 - Require report to be submitted by July 1, 2008, recommending statutory changes
 - Review current law for re-codification
 - Eliminate overlapping and clarify vague provisions
 - Consider a model litter and illegal dumping provision that local governments could adopt

Timeline

Within the next six months:

- Prepare materials related to the first three recommendations
- Commission a report on legal ramifications of recommendation four
- Develop a legislative package, including budget, for recommendation five and six

Within the next year:

- Distribute materials and make presentations related to the first three recommendations
- Begin exploring litter prevention plans for food establishments
- Implement legislation successfully passed related to recommendations

Financial Needs

- The first three recommendations would require approximately \$30,000, primarily for development and reproduction of materials and kits.
 - Approximately \$4,000 of this amount is for marketing of the awards.
- The fourth recommendation would require approximately \$15,000, most of which is for legal research.
- The estimate for a pilot program for a surveillance team is \$200,000 annually.
- A commission should be properly supported, and would require about \$50,000 over the course of its work.

Measurable Outcomes

- The preparation and distribution of materials, and presentations made.
- Increase (decrease) in citations for dumping and litter related offenses. Given the difficulty in tracking this data for local agencies, it is recommended that random surveys be used.

Suggested Partners or Resources

- State agencies, particularly the Iowa Department of Natural Resources and the Iowa Department of Public Safety, in conjunction with the Governor's office.
- Keep Iowa Beautiful
- State associations, particularly the local government and business-related association.

Detailed Recommendations – Funding Mechanisms

Current Situation

A report issued by Keep Iowa Beautiful in November 2002 stated that public agencies in Iowa spent approximately \$13.1 million of public money on litter-related costs in 2001. Presently, there are many different agencies and funding sources targeted toward reducing litter and illegal dumping in Iowa. These funding sources are directed to a variety of areas and are often earmarked for specific responsibilities. This makes a comprehensive overview of available dollars for reducing litter and illegal dumping in the state fragmented and difficult to track.

Examples of agencies and programs directed toward the reduction of litter and illegal dumping include but are not limited to the Solid Waste Alternatives Program or SWAP (also a potential funding source), Adopt a Highway Program, Keep Iowa Beautiful, cleanup costs incurred by county engineers, “big-item” pick-up days held in cities, recycling programs across the state, bottle collection and redemption, as well as other grassroots efforts by locals. Every program aimed at the reduction of litter and illegal dumping in the state must be identified, along with their funding mechanisms, to identify if they are achieving the goals of the Keep Iowa Clean and Beautiful Task Force.

As mentioned earlier, the current approach to litter control and abatement is quite fragmented. *This does not suggest that agencies with funding and the responsibility to tackle their part of the problem are doing an ineffective job or using their funds inappropriately.* The conclusion after even a cursory review of the information is that no one is really in charge of tackling this growing problem. And, if Iowa wants to make headway in this area, someone has to take responsibility for coordinating and funding the activities.

Recommendations

1. Create a permanent public/private statewide entity to address the issue of litter and illegal dumping in Iowa. Here are some characteristics of this organization:
 - It should bring together government agencies, businesses and individual volunteers in programs and projects to enhance the livability of Iowa
 - It would be a private not-for-profit, able to accept tax-deductible donations from individuals and businesses.
 - It should be governed by a board of directors. The board of director should be chosen from a representative group of Iowans who have an interest in improving Iowa’s attractiveness as a state.
 - The public/private entity should have a permanent staff and the goal of litter and illegal dumping prevention and education.
 - The new public/private organization should build on the recommendations of the Keep Iowa Beautiful study published in 2002 and the recommendations of the Keep Iowa Clean and Beautiful Task Force.

A full study should be completed to determine if there are adequate funds already in the system to initiate such an organization or if other sources should be pursued. An initial state appropriation may be required to fund the establishment of the organization. Future state appropriations to help fund the organizational activities

Detailed Recommendations – Funding Mechanisms

should not be determined until the completion of a strategic plan and performance measures are established by the board of directors.

An excellent example of this type of organization is the SOLV organization that has experienced success in the state of Oregon (www.solv.org). It is possible that “Keep Iowa Beautiful” could be restructured to accomplish this objective.

2. Historically, the collection of fines and fees associated with illegal dumping and littering has not been stringent enough to compel violators to cease their actions. Collection of fines and fees are important because they represent a source of funding for the prevention of litter and illegal dumping. A two-pronged approach can be taken to solve this problem:
 - a. Debt Set-Off Program: Individuals who have outstanding fines or fees relating to littering or illegal dumping would have their income tax refund deducted in the amount of the outstanding fine.
 - b. Allow cities and counties to set up a network of ordinances that increase the fines for littering and illegal dumping, especially if the state is reluctant to do so. Cities and counties should be able to set up a litter ordinance system with fees. Enforcement should increase as law enforcement entities realize illegal dumping and littering are important to the citizens of their communities.
3. Consideration should be given to “taxes,” fees, surcharges, or deposits – economic incentives and disincentives – to determine their cost-effectiveness and viability. The collected fees could either fund clean-up or prevention efforts. In either case, they should be targeted toward those that create the litter and illegal dumping problems (violators). The “2001 Roadside Litter Characterization Study” data reported in the November 2002 Keep Iowa Beautiful Report analyzed the types of litter along Iowa roadways. For example, it was reported that 37% of the litter was tobacco related. It does not seem unreasonable to consider an allocation of some portion of the tobacco tax toward addressing the litter problem. There are other similar examples that should be considered.
4. Other potential revenue sources for this effort:
 - An increase in the pick-up registration fee¹
 - Establish a car registration check-off
 - Keep Iowa Beautiful Income Tax check-off
 - Tobacco Settlement Funds
5. Re-authorize the Waste Tire Management Fund scheduled to sunset in 2007. Consideration should be given to allocating all or a portion of the funds generated by the fee to the litter and illegal dumping effort.

¹ The Iowa Farm Bureau and the Iowa Department of Transportation reserve action on this item.

Detailed Recommendations – Funding Mechanisms

6. The chairs of this task force should present the results of the “Keep Iowa Clean and Beautiful Task Force Report” to the candidates running for Iowa governor. A commitment to the Task Force findings should be discussed and support for the recommendations evaluated.

Funding for the beginning the public education program could be obtained through funds currently available to state agencies or executive branch departments. These potential funds could be identified by the state Department of Management.

The long-term goal should be to achieve a mixture of public and private funds for operation of the programs and not a reliance on an annual state appropriation.

Timeline

1. Establishment of a public/private partnership can be accomplished without any specific legislative action. It may be that with the assistance of the executive branch or state agencies, this could be accomplished prior to December 31, 2006. The entity could establish a board of directors, seek private funding, create a strategic plan and outcome measures, and then seek a state appropriation during the 2007 legislative session.
2. The newly established partnership should present their budget, strategic plan and organizational structure to the members of 2007 Iowa General Assembly. The board of directors should solicit an appropriation for continued operation of the organization.

Financial Needs

- The establishment of a permanent organization, creation of a board of directors, developing a budget, hiring a staff, and funding the initial operation will require \$150,000 to \$250,000 during the first 6 to 18 months of operation. This amount would cover “operations” only and not program needs such as education, enforcement, etc. This process will be sequential – establish organization, create board, develop budget and goals, hire staff, etc.

Measurable Outcomes

Budget and operation plans of the new public/private entity should reflect measures for completing the recommendations of the taskforce. These plans should also include a timeline and projected financial needs.

Suggested Partners or Resources

The new public/private entity that should include government agencies, businesses, and other organization dedicated the reduction of litter and illegal dumping in Iowa.

Additional Projects for Future Consideration

- The Iowa Department of Natural Resources “Project Aware”
- A 2008 re-sampling survey to compare to the baseline 2002 surveys
- A multi-county pilot Illegal dumping surveillance and apprehension program (Iowa Department of Natural Resources)
- A marine litter prevention program
- An outdoorsman litter prevention program
- Keep Iowa Beautiful Day
- RAGBRAI – litter bags to all bikers
- Signage at rest areas, service stations, parks, etc. (designed and financed through the Statewide Litter Abatement Campaign “Take A Stand For Your Land”)
- Evaluate design and implementation of sustainable recycling programs at rest areas
- Add anti-littering message to drivers license manual (currently in development)


State of Iowa
Executive Department

IN THE NAME AND BY THE AUTHORITY OF THE STATE OF IOWA
EXECUTIVE ORDER NUMBER FORTY-SEVEN

WHEREAS, Litter affects quality of life, economic development, the image of the State, the environment and water quality in Iowa, and is a public safety, health and welfare issue for Iowa citizens; and

WHEREAS, Litter visually blights the State's roads, streets and highways, recreational areas and public lands, and contributes to derelict neighborhoods and is correlated with high incidents of crime that negatively impact economic development, tourism and community pride; and

WHEREAS, Litter is washed into and clogs community storm-water drains and is washed directly into Iowa rivers, streams and lakes negatively impacting water quality and degrading wetlands and river and lake shorelines; and

WHEREAS, Litter and illegally dumped refuse is a public health concern providing habitat for disease-bearing vermin and insects (i.e. mosquitoes carrying West Nile Virus, LaCrosse encephalitis); and

WHEREAS, Litter is a public safety concern causing motor vehicle accidents and fatalities as a result of improperly secured loads and vehicle related road debris and litter; and

WHEREAS, Litter is a public welfare concern as it costs millions of dollars for agencies, local governments and Iowa taxpayers to remove litter and clean-up illegal dumps diverting funds from education, public health and economic development efforts; and

WHEREAS, Litter abatement, prevention and enforcement are ineffective due to the current lack of resources available for these efforts and the absence of effective legal deterrents; and

WHEREAS, Litter and illegal dumping research has been conducted within the State to aid in identifying litter types, characteristics of the person that litters, factors related to littering and illegal dumping and the most effective strategies for motivating the public to change behavior and to become part of the solution to the problem; and

WHEREAS, An effective litter abatement and prevention strategy will only be successful if it addresses and coordinates research, collection, enforcement, prevention and education activities among and across agencies, organizations and the private sector resulting in the creation of a "culture" that does not accept litter and illegal dumping behavior.

NOW, THEREFORE, I, Thomas J. Vilsack, Governor of the State of Iowa, by the power vested in me by the laws and the Constitution of the State of Iowa, do hereby create the Keep Iowa Clean and Beautiful Task Force, which shall function in the manner outlined below.

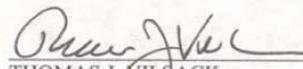
- I. Purpose: The Keep Iowa Clean and Beautiful Task Force shall assess the conditions and activities of litter control in Iowa.

- II. Responsibilities: The Task Force shall do the following:
1. Develop a comprehensive litter abatement and prevention campaign leading to a long-term, sustainable approach for reducing litter and increasing public awareness, personal responsibility, and community involvement;
 2. Develop recommendations to promote litter prevention awareness and education, focusing on litter prevention, illegal dumping, and responsible waste disposal, and using recycling practices, technology, initiation of a toll free number for citizens to report litter, as well as community enhancement and beautification efforts;
 3. Coordinate existing and pursue future funding mechanisms for litter abatement and prevention;
 4. Ensure coordination, cooperation, reporting, and communication among state agencies and their litter abatement and prevention programs and activities; and
 5. Evaluate current litter control and prevention laws and regulations and recommend changes that would significantly improve litter prevention through statutory, regulatory, or policy changes.
- III. Support: The Iowa Department of Natural Resources, Iowa Department of Public Safety, and Iowa Department of Transportation, in conjunction with leadership from Keep Iowa Beautiful, are charged with coordinating and providing administrative support for the Keep Iowa Clean and Beautiful Task Force.

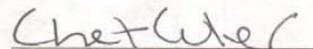
The Task Force shall submit its recommendation and report to the Office of the Governor by June 30, 2006.

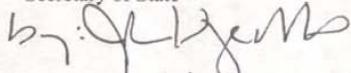


IN TESTIMONY WHEREOF, I have hereunto subscribed my name and caused the Great Seal of the State of Iowa to be affixed. Done at Des Moines this 7th day of February, in the year of our Lord two thousand six.


THOMAS J. VILSACK
GOVERNOR

ATTEST:


Chester J. Culver
Secretary of State

by: 
Cpt

Appendix – Summary of Committees and Responsibilities

The task force created four working committees: Finance and Funding, Education and Outreach, Legislative and Enforcement, and Final Report. The co-chairs charged each committee to:

- Obtain background information and/or research needed to substantiate recommendations for the committee report;
- Consider both short- and long-term issues in the development of the committee report;
- Establish sub-committees if required;
- Define financial factors and needs;
- Outline an implementation plan along with strategy, assignments, and partnerships that will assure action beyond the life of the task force; and
- Identify actions that can be initiated before full completion of the report, i.e. immediate and clear actions that have a high probability of being endorsed by the full task force.

Finance and Funding Committee

Bill Peterson, Chair
Jim Henter
Jerry Fleagle
Michelle Meinecke

Committee Responsibilities

- Work with the other committees and task force to obtain financial needs reflected in the reports.
- Explore and define financial sources / partnerships required to support the task force report. Consider car registration, potential truck registration increases, tobacco tax, increased litter / illegal dumping fines, etc.
- Define any sources that may require legislative action before 2006 legislative adjournment.
- Prepare a plan of action for both the private and public sectors.

Education and Outreach Committee

Sheila Douglas, Chair
Dawn Carlson
Dewayne Johnson
Mike Schreurs

Committee Responsibilities

- Define a plan of action that can be sustained in both the short and long run reflecting partnerships, budget, etc.
- If required target each of the topics with a separate report i.e. Education and Public Awareness.
- Consider the various audiences in that plan, including but not limited to:

Appendix – Summary of Committees and Responsibilities

- General Public
- 16 to 26 year olds
- Those in School – prioritize levels
- Outdoor enthusiasts – boaters, hikers and trail users, bicyclists, fisherman, hunters, etc.
- Vehicle owners
- Enforcement community – State Patrol, Police, Sheriffs Offices, Law Enforcement Training Center, etc.
- Commercial / private sector – service and delivery entities, truckers, utility companies, taxi services, etc.
- Public sector – government employees, postal service, etc.
- Welcome center and rest area users
- Highway users - signage, car registrations, licensing centers, drivers training entities (public / private), etc.

Legislative and Enforcement Committee

Tom Bredeweg, Chair
Julie Ketchum
Roy Overton
Scott Smith

Committee Responsibilities

- Evaluate existing legislation / code provisions and suggest changes if required.
- Evaluate and define targeted efforts for increasing enforcement effectiveness.
- Consider the “carrot concepts” for the enforcement community, i.e. “The Keep Iowa Beautiful Litter Enforcement Award” program.

FINAL REPORT COMMITTEE

Sarah Rasmussen, Chair
Julie Ketchum
Kirk Tyler
Gerry Schnepf
Brian Tormey and Lee Wilkinson encouraged to be active participants of this committee

Committee Responsibilities

- Prepare an initial report for committee guidance.
- Assemble and guide the preparation of the final report.

Appendix – Full Committee Reports

Initial Report – Education & Outreach Committee

May 3, 2006

Attendees: Gerry Schnepf, Keep Iowa Beautiful, Dewayne Johnson, Soil & Water Conservation Society (representing Iowa Recycling Association), Mike Schreurs, Strategic America, Kristin Sunde, Strategic America, Don Brazelton, Iowa Association of County Conservation Boards, Lee Wilkinson and Tim Crouch, Iowa Department of Transportation, Brian Tormey and Monica Stone, Iowa Department of Natural Resources and Sheila Douglas, Iowa Wholesale Beer Distributors Association

Status Reports:

Keep Iowa Clean & Beautiful Task Force – Litter Abatement Campaign Recommendations

Presented by Mike Schreurs, Strategic America (**Proposal Attached**)

Mike Schreurs presented a **Litter Abatement Campaign** proposal to committee members for consideration. Mike explained a marketing campaign was funded through the Iowa Department of Natural Resources in coordination with Keep Iowa Beautiful (Keep Iowa Beautiful) and their agency, Strategic America. The group solicited three Iowa counties Linn, Boone and Appanoose to partner with Iowa Department of Natural Resources/Keep Iowa Beautiful. The campaign developed a branded theme and tagline; ***“Take a Stand For Your Land”***.

Strategic America conducted research to determine awareness and attitudinal issues, a plan with varying strategies was designed and implemented, and assessment measures were considered for the purpose of evaluating strategies prior to a statewide educational and outreach effort. ***Mike reported the pilot project should be able to be replicated statewide.***

Mike further explained a recommended strategy, targeted television placement and messaging, earned media, radio spots, creative production, a timeline, measurable outcomes and suggested responsible parties. (**Refer to attached campaign proposal**)

Timeframe and budget for each campaign component can be found within the proposal. Year one funding needed \$441,708 – committee recommended increasing that amount to \$450,000. Year two funding recommended at 50% of year one - \$250,000.

Driver Education:

Road Signage: Lee Wilkinson and Tim Crouch, Iowa Department of Transportation provided information and costs regarding road signage.

- 1) The Iowa Department of Transportation will be changing the existing 600+ primary road signs in July to reflect the increase in the fine for littering.
- 2) The committee discussed the possibility of a Marketing Program for City and County Governments – they could order the Iowa Department of Transportation sign or perhaps one that has an interpretive component (sign digitally designed –

Appendix – Full Committee Reports

could be a component of the ***Keep Iowa Clean & Beautiful Task Force – Litter Abatement Campaign Recommendations***).

- 3) Committee members determined that signage at rest areas, city and county parks, gas stations, and etc. would be more effective than along primary and secondary roads or the interstate. These signs will be digitally designed and electronically sent to the appropriate location for display. This component will be included in the ***Keep Iowa Clean & Beautiful Task Force – Litter Abatement Campaign Recommendations*** presented by Mike Schreurs, Strategic America.

Drivers' License Manual: Gerry Schnepf, Keep Iowa Beautiful met with Mary Christy, Iowa Department of Transportation regarding the addition of an anti-litter message in the Drivers' License Manual. There will be an anti-litter message inserted in the next printing of the manual as well as the Keep Iowa Beautiful Logo and tag line on the back inside cover. This component is being done at no cost to the Full Task Force and remains in the manual until the next printing.

Other projects recommended by the Education Committee for Full Task Force endorsement are as follows with estimated funding for each:

1. 1-888-NOLITTR Hotline - \$30,000 per year
2. A Community Guide to Combat Illegal Dumping – “Take a Stand for Your Land” - \$0
3. Surveillance Program – Year One - \$200,00 – Year Two - \$80,000-90,000
4. Educational Element – Various Projects – Year One \$105,000 – Year Two \$105,000

Appendix – Full Committee Reports

Initial Report – Legislative and Enforcement Committee

Draft for Discussion Purposes Only

Legislative and Enforcement Committee
Proposed Goals for Inclusion in Commission Report

The Committee respectfully recommends the following four goals be included into the final report of the Commission. These goals are viewed as achievable over the next twelve months.

1. Increase awareness of law enforcement of the importance of illegal dumping and littering, and the relationship of such enforcement to greater public safety.

- Have curriculum at Law Enforcement Academy include
- Information packets to law enforcement executives
- Encourage city / county building permit programs to include a provision that a landfill permit receipt must be provided before a certificate of occupancy can be issued. In the case where there isn't a requirement for building permits encourage private individuals to pay haulers half of the fee and when a landfill receipt is shown the other half can be paid.
- Communicate with city and county elected leaders reinforcing correlation with public safety, health, the environment, and community image.
- Support the marketing and recognition of the "litter enforcement awards" as provided by Keep Iowa Beautiful – provide a funding source for that program.
- Aid in initiating the concept of a pilot "illegal dumping surveillance team" in the Iowa Department of Natural Resources.
- Provide for a statewide signage program for state highways along with city and county roadways (include wild rose, penalty and litter hotline).
- Provide stability in funding for the management of the litter prevention / education programs and support grants like the Keep Iowa Beautiful State Income Tax Check Off.

2. Increase awareness of the judicial system of the seriousness of illegal dumping, litter and nuisances.

- Provide information statewide on the concept of "Environmental Courts"
- Package a program to present to the Iowa Bar Association / members.
- Target programs with county and city attorneys.
- Establish an educational effort with the District Court Judges
- Meet with the County Attorney's Association

Appendix – Full Committee Reports

3. Collaborate with business organizations to devise balanced strategies that will reduce litter in and around commercial enterprises. The strategies must be balanced to recognize the responsibility of both the business and the customer.

- Work with the ABI, chambers of commerce, and others in the development of litter prevention programs.
- Provide promotional packages to industry and major private corporations on “litter prevention” efforts with customers / clients.
- Communicate shared responsibility for waste and proper disposal
- Investigate feasibility of requiring food establishments to have a litter prevention plan. Coordinate with industry to implement such plans.

Proposed Goals for Inclusion in Commission Report

Continued

Draft for Discussion Purposes Only

4. Conduct a public awareness campaign, building on the legislative change, emphasizing personal responsibility.

- Obtain a proposal for both the short term and long term awareness campaign based on the them of “Take a Stand For Your Land”.
- Obtain funding for the program.
- Encourage a cooperative long term partnership with Iowa Department of Transportation / Iowa Department of Natural Resources / Keep Iowa Beautiful for education and litter prevention efforts including the management of the 1-888-No Litr hotline.
- Urge communities to include beautification or anti-litter messages on community entry signs.

<p>The Committee respectfully recommends the following two long term goals to be included into the final report of the Commission.</p>
--

A. Request the next Governor of Iowa with the concurrence of the General Assembly to create a blue-ribbon commission to study the current legal provisions related to litter and illegal dumping, and to submit a report by July 1, 2008 recommending statutory changes. Specifically the commission would:

- Review current law for re-codification, eliminating overlapping and clarifying vague provisions and enabling local government to take a stronger lead in prevention / enforcement efforts..
- Consider whether a model litter and illegal dumping provision should be inserted into the code for local governments to adopt.

B. Advocate a Iowa Entryway Beautification program, which would target the first five miles a traveler would see entering Iowa by Interstate.

- Obtain support from Iowa Department of Transportation in the effort.
- Put together a team / partnership to aid in the development of the concept and specific entryway plans.
- Develop and RFP and solicit proposals.
- Assure project funding and schedule – encourage private sector involvement in support of the specific entryways.
- Proposed Goals for Inclusion in Commission Report

Final Report Committee - Initial Report Outline

**Outline of Report to Governor
from
Keep Iowa Clean and Beautiful Task Force²
DRAFT
March 28, 2006**

- I. Title Page
 - II. Table of Contents
 - III. Summary of Charge by Governor
 - I. List of responsibilities from EO
 - II. Overall Goal of Task Force – the state of being we wish to see in Iowa – e.g., “To be the cleanest....”
 - IV. Overview/Summary of Recommendations/Findings and Timeline – 1-2 pages
5. Task Force Structure / Process / Time Frame
6. Detailed Recommendations with Current Situation, Timeline, Measurable Outcomes (ie, measures of success), Suggested Partners or Resources
- a. Litter and Illegal Dumping Prevention Awareness and Education - *“Focusing on litter prevention, illegal dumping, and responsible waste disposal, and using recycling practices, technology, initiation of a toll free number for citizens to report litter, as well as community enhancement and beautification efforts”*
 - i. Current Situation
 - ii. Recommendations
 - iii. Timeline
 - iv. Financial Needs
 - v. Measurable Outcome
 - vi. Suggested Partners or Resources
 - b. Cooperative Efforts / Long Term Program Outreach – *“Coordination, cooperation, reporting, and communication among state agencies and their litter abatement and prevention programs and activities” and “Long-term, sustainable approach for reducing litter and increasing public awareness, personal responsibility, and community involvement”.*
 - i. Current Situation
 - ii. Recommendations
 - iii. Timeline
 - iv. Financial Needs
 - v. Measurable Outcomes
-

Appendix – Full Committee Reports

- vi. Suggested Partners or Resources
- c. Laws, Regulation and Enforcement – *“Evaluate current litter control and prevention laws and regulations and recommend changes that would significantly improve litter prevention through statutory, regulatory, or policy changes”*
 - i. Current Situation
 - ii. Recommendations
 - iii. Timeline
 - iv. Financial Needs
 - v. Measurable Outcomes
 - vi. Suggested Partners or Resources
- d. Funding Mechanisms / Management for Recommended Programs
 - i. Current Situation
 - ii. Recommendations
 - iii. Timeline
 - iv. Financial Needs
 - v. Measurable Outcomes
 - vi. Suggested Partners or Resources

ADDENDUM:

- Executive Order # 47
- Members of Task Force – List and Contact Info
- Listing of meetings held.
- List of materials utilized or reviewed in the project – source, date, etc.

FIRST MEETING

Draft Agenda
1st Meeting of Governors Litter Task Force

1. Welcome / Comments / Charge to Task Force – Governor Vilsack
2. Introduction of Support Staff – Keep Iowa Beautiful & Iowa Department of Natural Resources
3. Election of Officers – Chair / Co-chairs and Secretary
4. Task Force Operation / Meetings / Schedule
5. Review of Task Force Membership
6. Review of the litter / illegal dumping picture in Iowa
 - a. Gerry Schnepf – Keep Iowa Beautiful
 - b. Brian Tormey – Iowa Department of Natural Resources
7. Individual Task Force Member Comments on Issue
8. Formation of working sub-committees (Charge – prepare a plan with cost estimates and measures for effectiveness to report back to full task force)
 - a. Communication / Marketing / Public Awareness
 - b. Education
 - c. Legislative / enforcement
9. Next Meeting
10. Adjourn

Minutes of Meeting of Keep Iowa Clean and Beautiful Task Force
Governor's Office, Hughes Conference Room
February 22, 2006 at 10:00 AM

Appendix – Task Force Meeting Agendas and Minutes

Responsibilities: The Task Force shall do the following:

1. Develop a comprehensive litter abatement and prevention campaign leading to a long-term, sustainable approach for reducing litter and increasing public awareness, personal responsibility, and community involvement;
2. Develop recommendations to promote litter prevention awareness and education, focusing on litter prevention, illegal dumping, and responsible waste disposal, and using recycling practices, technology, initiation of a toll free number for citizens to report litter, as well as community enhancement and beautification efforts;
3. Coordinate existing and pursue future funding mechanisms for litter abatement and prevention;
4. Ensure coordination, cooperation, reporting, and communication among state agencies and their litter abatement and prevention programs and activities; and
5. Evaluate current litter control and prevention laws and regulations and recommend changes that would significantly improve litter prevention through statutory, regulatory, or policy

Attendance:

Kirk Tyler	Sheila Douglas	Brian Tormey
Roy Overton	Julie Ketchum	Stephen Hallock
Dewayne Johnson	Bill Peterson	Tom Bredeweg
Scott Smith	Sarah Rasmussen	Jim Henter
Lee Wilkinson	Dawn Carlson	Gerry Schnepf
Jerry Fleagle	Mike Schreurs	Bill Jackson
Kyle Carlson	John Pederson	

Committee Action:

1. Election of Chair.
 - a. Gerry Schnepf elected by voice vote.
2. Election of Co-Chair.
 - a. Kirk Tyler elected by voice vote.
3. Discussion of Meeting dates.
 - a. 3rd meeting of full committee scheduled for April 12, 2006 at 10:00 AM.
 - b. 4th meeting of full committee scheduled for May 31, 2006 at 10:00 AM.
4. Discussion of Task Force Goals
 - a. Request for 5 goals of the task force from each member to Kyle by end of this week.
 - b. Kirk Tyler
 - i. 3 Goals discussed at last meeting: (1) Where are we? (2) Where do we want to go? (3) How do we get there?
5. Reports
 - a. Brian Tormey

Appendix – Task Force Meeting Agendas and Minutes

- ii. Discussion of 2002 Illegal Dumping Survey.
 - iii. Discussion of Illegal Dumping Pilot Projects.
 - iv. Request for hard copies of survey results and guide for distribution to members.
 - v. Comment from Roy Overton:
 - 1. Does the task force charge include review of sitting automobiles?
 - 2. Discussion.
 - b. Gerry Schnepf
 - i. Background on Keep Iowa Beautiful.
 - ii. Handout of 2002 Three-part Litter Survey summary.
 - iii. Profile of a Litterer.
 - iv. Comments:
 - 1. Scott Smith – Which roads were studied?
 - 2. Roy Overton – What about bridges and ravines?
 - 3. Sarah Rasmussen – What is the timing of these reports?
 - v. Handouts
 - 1. 1-888-NoLitrtr phone number.
 - vi. Comments:
 - 1. Dawn Carlson – How do we advertise this number?
 - 2. Dewayne Johnson – Save the number in your cell phones now.
 - vii. School Programs
 - 1. Keep Iowa Beautiful program with General Electric.
 - viii. Litter Free Events
 - ix. Tax Check off
 - x. Comments:
 - 1. Jim Henter – Does Keep Iowa Beautiful reach all counties in Iowa?
 - 2. Roy Overton – What about a free dumping day or month?
6. Individual Member Comments
- II. Julie Ketchum – Financial considerations and limitations to the task force ideas.
 - III. Scott Smith – Using the courts effectively. Bark v. Bite.
 - IV. Sarah Rasmussen – Subcommittee on Funding?
 - V. Gerry Schnepf – Subcommittee on Final Report Outline?
 - VI. Brian Tormey – Public wants to be empowered (i.e. 1-888-NoLitrtr number)

Appendix – Task Force Meeting Agendas and Minutes

- VII. Roy Overton – What about getting onto private property and liability issues?
 - VIII. Tom Bredeweg – How do we make enforcement stick in the courts?
 - IX. Sarah Rasmussen – There is a problem of people dumping on their own property.
 - X. Kirk Tyler – Focus on big things. Education, Public awareness, Maintenance.
 - XI. Roy Overton – How much space is available for dumping in Iowa?
 - XII. Julie Ketchum – We should look for unique enforcement opportunities. What should our key messages to the public be?
 - XIII. Dewayne Johnson – Echo the enforcement.
 - XIV. Bill Peterson – Conducted a survey of county engineers on illegal dumping (provided a handout to the group). What about funding sources?
 - XV. Tom Bredeweg – We need to focus in on big picture.
 - XVI. Scott Smith – Echo Focusing on big picture.
 - XVII. Sarah Rasmussen – Focus on end results.
 - XVIII. Jim Henter – Echo focusing on big picture. We have tools to use already in place.
 - XIX. Lee Wilkinson – Be unique and reasonable in our solutions. Gave brief background of Iowa Department of Transportation efforts.
 - XX. Dawn Carlson – Echo education and enforcement.
 - XXI. Jerry Fleagle – Long term and short term goals. Education is a long term goal.
 - XXII. Mike – We have a unique group of people looking at the problem. He wants to make sure we explore the range of partnerships that can be developed to accomplish our goals.
7. Additional Information Requests
- a. Recent copy of executive order, Keep Iowa Beautiful packet from first meeting, and updated contact list information. Kyle will distribute.
- V. Committee Creation
- I. Financial Committee
 - II. Final Report Committee
 - III. Education and Publicity Committee
 - IV. Legislative and Enforcement Committee
- VI. Committee Assignment
- I. Temporary Lists. For permanent verification and requests, e-mail Kyle.
 - a. Final Report Committee.
 - 1. Gerry Schnepf
 - 2. Brian Tormey
 - 3. Kyle Carlson
 - 4. Sarah Rasmussen
 - b. Financial Committee

Appendix – Task Force Meeting Agendas and Minutes

1. Brian Tormey
 2. Bill Peterson
 3. More?
 - c. Legislative and Enforcement Committee
 1. Brian Tormey
 2. Scott Smith
 3. Roy Overton
 4. Tom Bredeweg
 5. Julie Ketchum
 - d. Education and Publicity Committee
 1. Sheila Douglas
 2. Julie Ketchum
 3. More?
 - II. Committees will report back at next meeting of full committee.
 - III. Additional research?
- VII. Adjournment 11:15 AM

SECOND MEETING

Keep Iowa Clean and Beautiful Governor's Executive Order 47

04.05.06

10:00 a.m. to Noon

Hughes Room – Governors Office
(State Capital)

Draft Agenda

2nd Meeting of Governors Litter Task Force

1. Welcome / Introductory Comments – Co-Chairs
2. Committee Reports
 - a. .Education and Public Awareness – Sheila Douglas

Appendix – Task Force Meeting Agendas and Minutes

- b. Legislation / Enforcement – Bill Peterson
 - c. Finance / Funding – Tom Bredeweg
 - d. Final Report – Sarah Rasmussen
- 3. Discussion of Reports / Additional Charge to Committees
 - 4. Next Meeting – Initial Draft Report Review
 - 5. Adjourn

Minutes of Meeting of Keep Iowa Clean and Beautiful Task Force
Governor's Office, Hughes Conference Room
April 5, 2006 at 10:10 AM

Responsibilities: The Task Force shall do the following:

1. Develop a comprehensive litter abatement and prevention campaign leading to a long-term, sustainable approach for reducing litter and increasing public awareness, personal responsibility, and community involvement;
2. Develop recommendations to promote litter prevention awareness and education, focusing on litter prevention, illegal dumping, and responsible waste disposal, and using recycling practices, technology, initiation of a toll free number for citizens to report litter, as well as community enhancement and beautification efforts;
3. Coordinate existing and pursue future funding mechanisms for litter abatement and prevention;
4. Ensure coordination, cooperation, reporting, and communication among state agencies and their litter abatement and prevention programs and activities; and
5. Evaluate current litter control and prevention laws and regulations and recommend changes that would significantly improve litter prevention through statutory, regulatory, or policy

Attendance:

Kirk Tyler
Roy Overton
Gerry Schnepf
Sarah Rasmussen
Lee Wilkinson
Jerry Fleagle

Sheila Douglas
Julie Ketchum
Kristin Sunde
John Pederson
Dawn Carlson
Bill Jackson

Brian Tormey
Dewayne Johnson
Scott Smith
Kyle Carlson

Appendix – Task Force Meeting Agendas and Minutes

Absent: Bill Peterson
Jim Henter
Thomas Bredeweg

Committee Action:

1. Co-Chair Comments and welcome. 10:10 AM.
2. Committee Status Reports.
 - a. Final Report Committee – Action taken to approve outline as recommended.
 - b. Finance & Funding committee – Report at next meeting.
 - c. Legislative and Enforcement committee – Report at next meeting
 - d. Education and outreach committee.
 1. Sheila Douglas reviewed the committee meeting notes and indicated that the next committee meeting is April 17th and Don Brazelton from the Iowa Association of County Conservation Boards will be in attendance.
 2. Priority Items
 - a. 1-888-No Littr Number
 - b. State Highway Signage.
 - c. Endorse the “Take a Stand for Your Land” as a campaign theme.
 - d. Endorse the Iowa Department of Natural Resources’s Project Aware for River Clean-up Efforts
 3. Roy Overton suggestion of a litter awareness item on the back of licenses.
3. Tornado drill 10:20 AM
4. General Discussion
5. Individual member comments.
 - i. Julie Ketchum – Measurable outcomes as defined in the report outline – how will those be conducted?
 - ii. Gerry Schnepf – Pre/Post surveys of behavior and a re-do of the 2002 surveys..
 - iii. Roy Overton – Merle Hay Mall – need more store responsibility and involvement.
 - iv. Michelle Meinecke – Will we deal with contractor construction litter? Have discussed, however, it may not end up on the priority list.
 - v. Sarah Rasmussen – 3-5 action or priority items should be identified from each committee. Six to a dozen additional items that need attention but were not recommended for action in this report should also be included.

Appendix – Task Force Meeting Agendas and Minutes

- vi. Concentrate on those small things that can make a big difference without a lot of resources.
6. Committee report release process to be discussed at a later date.
7. Next Meeting.
 - a. Cancellation of May 31 meeting.
 - b. New Meeting set for May 11 or 12. Kyle will review conference room availability.
 - c. Possible meeting the first week of June to be scheduled at the next meeting.
8. Adjournment 11:00 AM

THIRD MEETING

Minutes forthcoming.

- **List of materials utilized or reviewed in the project – source, date, etc.**

Appendix – Target Audience Information Provided by KIB

GENERAL PUBLIC

Objective: Create an awareness and understanding of the problem, it's impacts on society and empower people to take action.

- Slogan – Take a stand for your land – Keep Iowa Beautiful
- 1-888-NoLittr (what is the marketing plan)
 - Business / utility billings
 - Grocery Stores – bags / posters
 - Beverage Companies – decals / packaging
 - Convenience stores – decals, posters
 - Fast food service – decals, posters, printed materials, wrappers, etc.
 - Visor notepads for the public
 - Product promotions – candy bars, crunchy snacks, etc.
 - Statewide organizations, service clubs and churches
 - Utility companies, service vehicles, cooperative delivery vehicles, U.S. post office, Fed Ex, UPS, etc. – note pads with phone number, key chain, etc.
- Litter Bags – distribution plan (welcome centers)
- Radio / TV PSA's

ENFORCEMENT

Objective: Keep the issue in front of the enforcement community so that it becomes a part of the enforcement program.

- Provide information on the code provisions / penalties
- Provide vehicle items like note pads, key chains, business cards, etc.
- Annual Litter Enforcement Awards
- Court / Judicial system.
- Law Enforcement Academy – inclusion in training and provision of materials.
- 888-No Littr Number support through litter bags / travel bingo.

YOUTH

Objective: Obtain awareness and move to form good behavior patterns.

- Litter Free School Campus Program
- Youth clean-up programs with an educational twist
- FFA, 4-H, Boys Clubs, Girls Clubs, Scouts
- Pins, back pack bags, school signs, clean up materials

Appendix – Target Audience Information Provided by KIB

- Mascot – Glen and Gloria Goldfinch, Litter Bug (utilize a Volkswagen “Bug”)

COMMERCIAL / BUSINESS

Objective: Encourage company involvement and employee action.

- Delivery / Service vehicles – training on illegal dumping / littering
- Vehicle decals
- 1-888-NoLitr materials
- Construction industry – statewide association support
- Dumping in Dumpsters (probably not a high priority as the material is at least properly disposed of even if illegally).

TRAVELERS / VEHICLE OWNERS

Objective: Make travelers aware of the concern for a clean and attractive State.

- Highway signage including interstates
- Entryway special signs focusing on the objective to be litter free
- Iowa Department of Transportation vehicle licensing / training centers – posters, signs, etc.
- Drivers Training manual questions on litter
- Information at Welcome areas – decals, litter bags, etc.
- County vehicle registration sites – posters, etc.
- Iowa license plate with the Keep Iowa Beautiful logo on them (not special plates – the general license plate)
- Iowa Auto Dealers assistance.
- Convenience store / gas dealer assistance

GOVERNMENT

Objective: Inform government workers and obtain a direct commitment to avoid littering – need to be models.

- Distribute the “Community Guide to Prevent Illegal Dumping” to city and county government.
- All public vehicles with 1-888-NoLitr decals or window stickers or Keep Iowa Beautiful license plates and decals.

Appendix – Target Audience Information Provided by KIB

- IPERS payments
- Employee paychecks
- Establish Illegal Dumping Surveillance Team (s) in Iowa Department of Natural Resources

OUTDOOR ENTHUSIASTS

Objective: Increase their awareness and move to action while in their outdoor activities.

- Mesh litter bags for boat owners on registration and / or purchase. Work with county recorders, marina owners, etc.
- “Bring it back out” program with mushroom hunters, hunters, birders and fisherman – target all of the special outdoor groups – Izaak Walton League, Turkey Federation, Ducks Unlimited, Pheasants Forever, Fishermen Groups, Boating, Sailing and Canoeing groups, etc.
- Special program for trail uses, bikers and hikers.



Keep Iowa Beautiful Projects that support the Executive Order

- *Establishment of the 1-888-No Littr (665-4887). Ready for a spring – 2006 initiation. Supported by Iowa Network Services, Public Safety, Sheriffs & Police.*
- *Illegal Dumping Study Completion – Iowa Department of Natural Resources / Keep Iowa Beautiful. Roll out of a Community Guide for spring 2006.*
- *Golden Cup program – supporting the “Adopt” program ready for spring 2006 (Casey’s, Iowa Department of Transportation and private vendors).*
- *Atlantic Bottling ready to place decals on the rear of their trucks (Others can also be approached). Also a potential of special labeling on cartons.*
- *Litter Enforcement Award Program in place.*
- *Keep Iowa Beautiful Travel Bingo – Developed and in the market with Casino’s, Independent Telephone Companies and in the spring of 2006 with Iowa’s Banks.*
- *Lottery – message on tickets and scrolling messages on the electronic machines.*
- *Litter bags distributed to Iowa’s Welcome Centers – sponsored by Waste Management.*
- *Presence at the Iowa State Fair, Iowa Cubs and selected other events as “Litter Free Events”.*
- *Web-page and newsletter.*
- *Development of a nationally unique “Litter Free School Campus” program initially funded by the General Electric Foundation.*

Appendix – Report Provided by Keep Iowa Beautiful to Task Force

- *Initiation of a statewide “Paint Iowa Beautiful Program” through Diamond Vogel Paint.*
- *Establishment of the Keep Iowa Beautiful State Income Tax Check-off that provides beautification grants to communities and organizations throughout the State.*
- *Completion of one of the most comprehensive research projects of its type on litter and prevention techniques in the United States.*
- *Iowa State Fair and Iowa Cubs (along with a number of other events around the State) as model “litter free” events.*

SYNOPSIS OF ENVIRONMENTAL ENFORCEMENT PROGRAMS THROUGHOUT THE UNITED STATES

The authors conducted a survey of cities and counties throughout the United States that have environmental enforcement programs. While this survey is not meant to provide a comprehensive review of how local governments in the United States deal with illegal dumping, the survey is helpful in affirming some of the recommendations proposed by the authors. A detailed description of some of the entities interviewed is provided below.

Lee County, Florida

Lee County collects a \$.60 per ton surcharge for all solid waste. These funds are earmarked to finance an environmental enforcement program that currently costs \$150,000 per year. The program funds four deputies and their transportation costs in order to cover the 575 square mile county. Each of the deputies works in a decentralized manner patrolling the existing illegal dumpsites within his/her own quadrant.

Each deputy also specializes in a specific waste material⁵⁶ and maintains current knowledge on safety, recycling and disposal of those waste materials. Strong lines of communication throughout the county allow the deputies to share knowledge of specific waste materials, and apply the proper safety and enforcement procedures.

The Lee County deputy who specializes in the disposal of tires designed an aggressive program that has successfully removed thousands of illegally dumped tires⁵⁷. The county found a vendor who recycled tires into useful products such as sports turf, mulch and weed mats around road signs. The county had one of their parks resurfaced with the spongy, shock absorbing matting, which is safer for children to play on than conventional surfaces. **Jackson, Gallia, Meigs, and Vinton Counties, Ohio – Solid Waste Management District**

The four rural counties surveyed in Ohio formed a joint Solid Waste Management District to combat illegal dumpers in the southeast region of the state. Each county has a sheriff's deputy who spends 20 hours per week on illegal dumping issues. A surcharge on tipping fees funds the equivalent of half a sheriff's deputy per county to enforce illegal dumping.

The Solid Waste Management District (District) has significant problems with construction and demolition debris from the county's own residents. Typically, high growth counties have problems with C&D, but the rural southeast region of Ohio has recently endured severe flooding; therefore, homeowners have been gutting and repairing their homes and illegally disposing of the materials.

Tires have been the other concern of these counties. The District has become a target for illegal commercial tire dumping. Companies load tires in unmarked covered trailers in Columbus, Ohio and dump the tires in the rural counties within the District. These acts have been nearly impossible for the part-time enforcement officers to proactively combat or "catch" in the act.

Even when an illegal dumper is apprehended, many of the cases are seen as "low priority" by the courts; thus, they are dismissed by judges.

Counties in Ohio do not have the ability to draft ordinances and must therefore rely on the State of Ohio to enact legislation with regard to the prosecution of illegal dumpers.

⁵⁶ i.e., hazardous waste, tires, construction and demolition and household solid waste.

⁵⁷ 1,801 in 1993 alone.

Gwinnet County, Georgia

Gwinnet County has recently consolidated what was previously a disorganized and ineffective environmental enforcement program. Currently the program has two environmental enforcement officers covering a 422 square mile area.

The rapid growth and expansion in Atlanta has resulted in severe construction and demolition dumping on the county's public property and right-of-ways. The problem has been magnified since the county does not have a C&D disposal facility.

Appendix – Reports Provided by Iowa DNR to Task Force

All solid waste services within the county are privatized. The private operators pay a regulatory fee to the county to fund the enforcement budget. The fees fund a \$400,000 annual illegal dumping enforcement budget.

Although C&D illegal dumps have been a problem, the county does not plan on constructing a C&D landfill. Currently private operators drive to one of the five type IV sites in the Atlanta metro area, outside the county. Lack of accessibility to a C&D landfill may continue to yield illegal dumpsites within the county.

Maricopa County, Arizona

Maricopa County's environmental enforcement program is split between the County Board of Health and the Arizona Department of Environmental Quality (ADEQ).

A limited budget of \$60,000 has been established to fund the nation's fastest growing county⁵⁸ with one enforcement officer and one vehicle.

Maricopa has over 9,000 square miles of land to patrol.

Aggressive pursuance of illegal dumpers "caught in the act" has been an impossibility with one officer to cover the entire county; therefore, the enforcement officer is limited to reactive measures. He investigates complaints received by phone. Complaints and numbers of illegal dumpsites have grown and are projected to continue under the current program.

City of Chicago, Illinois

The City of Chicago uses an administrative hearings process in place of courts to prosecute violators of illegal dumping statutes. The administrative hearings process has greatly reduced the case loads for municipal judges, and resulted in the illegal dumping cases being presented in an administrative hearings process, where the cases receive the appropriate attention. Administrative hearings are funded by the city, but operate with complete autonomy in order to remove any biases.

An enforcement unit was created within the Department of Environment (DOE) in 1996. The unit is devoted full-time to enforcing against illegal dumping. Investigators respond to citizen complaints, conduct surveillance at high incident sites, and coordinate with the Chicago Police Department in making arrests.

The city has co-authored a Construction and Demolition Debris handbook with the Environmental Protection Agency. The City of Chicago has historically experienced a large amount of illegal dumping of C&D debris ⁵⁸Based on physical population gain of 489,226 people (1990-1996).

City has established tire bounty days when tires can be disposed of in a legal manner.

Increasing the cost to dumpers was an important step in improving the city's enforcement program. Fines were increased to between \$1,000 and \$2,000 for first offenses and vehicles of dumpers were impounded at an additional charge of \$2,000.

City is able to maintain community and governmental involvement by continually broadening the scope of the program and by developing a strong public education component which includes brochures, billboards, bus cards, and an information video, as well as participation in events such as senior citizen picnics, super block meetings and festivals.

Keep Akron Beautiful (Akron, Ohio)

Program has involvement from all levels of government. The state funded the program, the mayor appointed a policy making board, and the City of Akron service coordinator coordinated all activities with the board. Each level of government has an interest in the success of the program and has an avenue for expressing concerns and interests.

Program has annual bus tours where judges, prosecutors, and concerned citizens view various illegal dumpsites, and see sites that have been cleaned up and revitalized. In addition, a monthly newsletter is one way in which the program keeps interested parties abreast of current issues with regard to the program.

City of San Diego, California

Each of the eight enforcement officers is dedicated to a specific geographical area of the city. Each officer becomes familiar with the area they patrol and can identify changes or patterns with regard to illegal dumping.

Appendix – Reports Provided by Iowa DNR to Task Force

The program provides a community cleanup once or twice a month on Saturdays. These cleanups give a community the chance to get rid of large and bulky items. The cleanups rotate, so that every community has a cleanup day about once every three years.

A new computer system tracks all calls with special codes so that operating data can easily be tracked. A key trend identified through the use of this tracking process is an increase in illegal dumping on public property.

City of Las Vegas/Clark County, Nevada

Program started in 1994 due to a complaint from a citizen to the Clark County Health District concerning illegal dumping.

The program is a county operation, but the majority of the activity involves the City of Las Vegas.

Citizens are highly involved in the illegal dumping program. If a citizen reports an illegal dumper and testifies in the prosecution, then 50% of the fine levied goes to the citizen witness.

C&D debris is the number one problem, especially concrete. Other commonly found types of debris include yard waste, primarily from commercial landscapers and residential waste.

A dirt exchange program has helped excavation companies locate people/companies that need fill dirt, thereby reducing some illegal dumping activities.

The county would like to establish, at some point in the future, an environmental court where only environmental crimes are tried. At present, the prosecutors have not been anxious to prosecute illegal dumpers. As a result, the offenders are oftentimes just told to cleanup the illegally dumped materials.

The program is funded through a \$1.00 surcharge on the sale of tires.

Cook County, Illinois

The illegal dumping program is managed by the Air Monitoring Department of Cook County.

Individuals sentenced by county courts to perform community service are used in illegal dumping cleanup efforts.

The program is successful due to the cooperation of county highway department and HAZMAT (hazardous materials unit). The highway department allows the use of their trucks and HAZMAT personnel are used in the cleanup of sites.

The program is funded through county taxes.

City of New York, New York

Each sanitation supervisor for the City of New York can issue a summons to an illegal dumper to appear in court.

The program has a community board, which helps to promote community involvement and also helps to govern the program. The board is made up of individuals from different boroughs throughout New York City. The board enhances communication about similar problems and promotes involvement by the entire community.

The community board helps to educate and inform the public about illegal dumping issues.

The City of New York has dedicated an entire unit of enforcement officers to combat illegal dumping.

Franklin County, Ohio

The Franklin County illegal dumping program holds investigation workshops for the police department. The program has been extremely successful in educating over 400 different municipal officers.

The entire \$380,000 budget is funded by the Solid Waste Authority of Central Ohio.

The program has a community board that is made up of business leaders, citizens, and representatives from the city. The community board helps to decide how to spend money collected from fines for illegal dumping.

The program has established and maintained a 100% cleanup rate of illegal dumpsites.

A dedicated legal counsel is assigned to the county's Anti-Dumping Project. This county prosecutor specializes in environmental law.

Fines assessed on illegal dumpers are used to help fund the Ohio program and pay for road signs and cleanups.

Appendix – Reports Provided by Iowa DNR to Task Force

Dade County, Florida

Dade County has significantly reduced its illegal dumping problems by taking a proactive approach. They believe the current program is one of the most progressive in the nation.

Dade County uses a “three-pronged approach.” This approach consolidates the services of the Metro-Dade Police Department, the Office of the State Attorney, and the Dade Solid Waste Management (DSWM). This cooperative effort allows for the investigation, arrest, and prosecution of persons who commit illegal dumping.

In addition, a “special master” program has been implemented. These county enforcement personnel are empowered to issue civil citations carrying fines from \$250 to \$1,000.

The enforcement personnel are supplemented with ten undercover illegal dumping enforcement units. This group is not certified to issue citations, but maintains lines of communication with proper enforcement authorities over police radio channels from common illegal dumpsites (i.e., stakeouts).

The special master program uses a third party who is not a government employee to render impartial decisions.

Palm Beach County, Florida

In 1989, Palm Beach County had an estimated 740 acres of illegal dumpsites across the 2,300 square mile county. In 1990, the Illegal Dumping Task Force was formed and has been comprised of individuals from the following agencies:

- County Sheriff's Office
- State Attorney's Office
- County Code Enforcement
- County Property Department
- County Public Health Unit
- County Real Estate Management Department
- County Environmental Control Office
- Department of Environmental Protection
- The Solid Waste Authority

The Task Force has been very successful at achieving the program's goals. This is due, in large part, to full commitment and cooperation of all agencies involved.

Repeat offenders have been given prison sentences.

Vehicles involved in the act of committing felonies have been confiscated.

Cleanup and restoration has been required for those prosecuted.

Civil penalties as well as community service has been imposed.

City of San Antonio, Texas

The City of San Antonio's program started in 1988 and originally focused on noise pollution. In 1991 illegal dumping was included as an enforcement responsibility. The program is housed within the Code Compliance Department of the city. There are 38 civilian employees to deal with substandard housing, abandoned automobiles, etc. The seven police officers within Code Compliance deal solely with illegal dumping.

The police officers that are in the field are each assigned a district within the city. Each officer has office space at the police precinct station within his district.

In the northern part of the city, C&D debris is a problem. Overall, the primary debris dumped illegally is residential trash, sofas, beds, etc. The Senior Abatement Officer did note, however, that the dumping of tires is on the rise, since the State of Texas abolished the state's tire recycling program.

Educational programs concerning illegal dumping focus primarily on the elementary and middle schools. In the past two years, the city has also begun to conduct more presentations for homeowner's associations.

The city has a 24-hour complaint line (which is shared with the Code Compliance Department for all code issues). The illegal dumping complaints are then sent via computer to the Senior Abatement Officer, who then assigns the case to the appropriate field officer in one of the City's four districts.

Appendix – Reports Provided by Iowa DNR to Task Force

Johnson, Hood, Erath and Somervall Counties, Texas

An illegal dumping task force was recently created to begin combating illegal dumping in a rural four-county area (Johnson, Hood, Erath and Somervall counties). Johnson and Hood counties are experiencing rapid growth, and as a result are seeing a corresponding increase in illegal dumping.

The start-up of the program is being funded by a grant from the North Central Texas Council of Governments and the Texas Natural Resource Conservation Commission.

Of the four counties, some were initially more committed to the program than others. To get the buy-in of all four counties, county commissioners and judges from the more proactive counties helped sell the program to the other counties.

Each county is responsible for “policing” its own territory. However, monthly meetings of the illegal dumping task force allows all counties to keep informed as to the status of illegal dumping in the other areas, share ideas, etc.

At this point, with the program one-year-old, the biggest challenge is getting the prosecutors and judges involved and educated with regard to environmental law.

Capital Area Planning Council (CAPCO), Texas

CAPCO’s solid waste program has recently taken on the role of administering and coordinating the Capital Region Solid Waste Enforcement Task Force. The purpose of this task force is to improve the enforcement of solid waste laws in Central Texas. The task force was created in 1996 through an interlocal agreement with the counties of Bastrop, Blanco, Burnet, Caldwell, Fayette, Hays, Llano, Lee, Travis and Williamson; the City of Austin; and the Lower Colorado River Authority.

Within Travis County there is an environmental county attorney who specializes exclusively in environmental crimes.

Of the ten counties that comprise CAPCO’s region, five have environmental enforcement officers. It should be noted that not all of these officers spend 100% of their time combating illegal dumping. Other responsibilities for these officers includes code enforcement, health and safety, etc.

CAPCO staff and county officials agree that a coordinated effort and continual emphasis on combating illegal dumping is essential for the success of the program at a county and regional level.

City of Houston, Texas

The City of Houston established its program to combat illegal dumping in 1992. The program was initially funded with a grant from the Texas Natural Resource Conservation Commission. The program is now funded by the city’s General Fund; however, the city does attempt to obtain grant funds whenever possible.

The city established the “Rat-on-a-Rat” program to encourage citizens to call in on the city’s 24-hour hotline when they see someone illegally dumping.⁵⁹ Citizens can receive up to \$200 in cash rewards for the successful conviction of an illegal dumper.

The program is currently staffed with 17 individuals (1 chief inspector, 6 inspectors, 1 supervisor for inspectors, 2 sergeants, 4 police officers, 1 community liaison, and 2 administrative assistants). Everyone concentrates on the illegal dumping of solid waste with the exception of 2 police officers who focus on hazardous waste. Currently, two police officers are fully qualified to handle hazardous materials, but all remaining police are in the process of qualifying and are involved in hazardous cases. It is not the intent of the program to dedicate particular officers to hazardous waste exclusively. All will be fully trained to respond as needed.

The unit spends 70% of its time on solid waste illegal dumping, which is its primary focus. The remaining 30% of the time is spent on hazardous illegal dumping and water pollution.

The city also conducts education programs in the community as part of its Neighborhood Environmental Education Training (NEET) project. NEET conducts seminars and activities aimed at discouraging litter and illegal dumping of hazardous materials. Education programs also encourage recycling, pollution prevention, and safe waste handling methods. Low income and minority neighborhoods are targeted.

Harris County, Texas

Harris County’s Environmental Enforcement Division (EED) was created in May 1993 to respond countywide to the problem of illegal dumping of solid waste in the unincorporated areas of Harris County.

Appendix – Reports Provided by Iowa DNR to Task Force

It is currently staffed with five (5) certified peace officers commissioned through a centrally-located constable's office.

The duty of these officers is:

- To actively work to prevent the illegal dumping of solid and special wastes
- To bring violators into compliance or justice

⁵⁹ The City of Houston spends \$5 million per year cleaning up illegal dumpsites and hauls away approximately 160,000 cubic yards per year of trash from illegal dumpsites.

- To educate the public about the hazards of illegal dumping, how to properly dispose of solid waste and household hazardous wastes, and how to report illegal dumping
- To enforce the State of Texas's laws pertaining to the illegal disposing of solid waste

The Division is focused on traditional enforcement. Enforcement is targeted at identifying, categorizing, and properly responding to dumpsites, abandoned barrels, and related environmental concerns. Two officers are HAZWOPER (Hazardous Waste Operations and Emergency Response) certified and the others will also be trained. The officers are on call 24 hours a day and the EED maintains a 24-hour emergency response line for citizens to report violations. Investigators are immediately notified by the computerized system. Officers have the authority to issue citations to a violator or to arrest those participating in the act of illegal dumping. Cases are also referred to the EED by regular patrol deputies in the Harris County Sheriff's Department and the various Constables' Precincts.

The EED's proactive education program includes adult and children's versions of STOP (Stop Trashing Our Precinct) brochures developed in cooperation with a local elementary school, which won first place at the State's Community Problem Solving Competition in 1993. A grantsupported, professionally produced videotape on the dangers and consequences of illegal dumping was also produced.

The estimated annual cost of the program is \$275,000+. This includes salaries, benefits, vehicles, film/processing, uniforms, equipment and printing.

Table C-1. Contact Information for Highlighted Local Governments and Other Organizations Highlighted⁶⁰

Local Government or

Organization

State Contact *Phone Number*

Camden County Missouri Jim Icenogel (573) 346-2234
Cameron County Texas Leslie De Los Santos (956) 399-3679
City of Chicago Illinois Carmen Driver (312) 744-8096
City of Kansas City Missouri Kim Reeves (816) 513-3491
City of Kinloch Missouri Sargent Pargo (314) 521 9999
City of New York New York Richard DiPietro (212) 219-8090
City of San Antonio Texas Ruben Castillo (210) 207-8228
City of San Diego California Nancy Lovell (619) 492-5055
City of Springfield Missouri Barbara Lux (417) 864-2005
City of St. Louis Missouri Jeff Towers (314) 622-4628
Clark County/ Las Vegas Nevada Victor Skaar (702) 383-1274
Cook County Illinois Robert LaMorte (708) 865-6165
Dade County Florida Joseph Ruiz (305) 594-1520
Franklin County Ohio Mitzi Kline (614) 462-3160
Gallia County Ohio Bonnie Pierce (740) 446-1221
Greene County Missouri Tim Smith (417) 868 4015
Gwinnett County Georgia Connie Wiggins (770) 822-5187
Harris County Texas Ted Heap (713) 755-6306
Jackson County Ohio Joe Wright (740) 286-6464
Jefferson County Missouri Jerry Brown (636) 797-5036
Keep Akron Beautiful Ohio Paula Davis (330) 375-2116
Lee County Florida Dave Archer (941) 691-7533

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Maricopa County Arizona Marc Richardson (602) 506-3867
Medocino County California John Morley (707) 463-4466
Meigs County Ohio James Soulsby (740) 992-3371
Newton County Missouri Gary Roark (417) 451-4357
Palm Beach County Florida Ken Berg (561) 697-2700
Stone County Missouri Tony DeLong (417) 357-6127
Vinton County Ohio Angie Mitchell (614) 596-5242
Wake County North Carolina Wayne Woodliet (919) 856-6196
Wharton County Texas Mark Hoffer (409) 543-1373

⁶⁰ Additional references and contacts specific to the State of Iowa are included in Appendix F.

ENFORCEMENT AND PROSECUTION REFERENCE MATERIALS

IOWA STATUTES RELATED TO ILLEGAL DUMPING MODEL CITY/COUNTY ILLEGAL DUMPING ENFORCEMENT ORDINANCE

Iowa Statutes Related To Illegal Dumping

321.369 Putting debris on highway.

A person shall not throw or deposit upon a highway any glass bottle, glass, nails, tacks, wire, cans, trash, garbage, rubbish, litter, offal, or any other debris. A person shall not throw or deposit upon a highway a substance likely to injure any person, animal, or vehicle upon the highway. A person who violates this section or section 321.370 commits a misdemeanor punishable as a scheduled violation under section 805.8A, subsection 14, paragraph "d". (\$35)

Section History: Early form

[S13, § 4808-a, -b; C24, 27, 31, 35, § 13118; C39, § 5031.08; C46, 50, 54, 58, 62, 66, 71, 73, 75, 77, 79, 81, § 321.369]

Section History: Recent form

97 Acts, ch 147, §3; 2001 Acts, ch 137, §5

Internal References

Referred to in § 321.370, 805.8A(14d)

Footnotes

See § 455B.363

321.370 Removing injurious material.

Any person who drops, or permits to be dropped or thrown, upon any highway any destructive or injurious material and other material as defined in section 321.369 shall immediately remove the same or cause it to be removed.

Section History: Early form

[C39, § 5031.09; C46, 50, 54, 58, 62, 66, 71, 73, 75, 77, 79, 81, § 321.370]

Internal References

Referred to in § 321.369, 805.8A(14d)

Footnotes

For applicable scheduled fines, see §805.8A, subsection 14, paragraph d. (\$35)

321.460 Spilling loads on highways.

A vehicle shall not be driven or moved on any highway by any person unless such vehicle is so constructed or loaded or the load securely covered as to prevent any of its load from dropping, sifting, leaking, or otherwise escaping or its load covering from dropping from the vehicle, except that sand may be dropped for the purpose of securing traction, or water or other substance may be sprinkled on a

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roadway in cleaning or maintaining such roadway. The provisions of this section shall not apply to vehicles loaded with hay or stover or the products listed in section 321.466, subsections 5 and 6.

Section History: Early form

[C39, § 5035.09; C46, 50, 54, 58, 62, 66, 71, 73, 75, 77, 79, 81, § 321.460]

Internal References

Referred to in § 321E.1, 805.8A(13c)

Footnotes

For applicable scheduled fine, see § 805.8A, subsection 13, paragraph c. (\$100)

455B.186 Prohibited actions.

1. A pollutant shall not be disposed of by dumping, depositing, or discharging such pollutant into any water of the state, except that this section shall not be construed to prohibit the discharge of adequately treated sewage, industrial waste, or other waste pursuant to a permit issued by the director. A pollutant whether treated or untreated shall not be discharged into any state-owned natural or artificial lake.
2. A pesticide shall not be applied to any water of this state which has been classified by the department as a class "A" or class "C", high quality, or high quality resource water, except that this section shall not be construed to prohibit the application of such a pesticide by a certified applicator who is trained in aquatic applications and who has received a permit from the department.

Section History: Early form

[C66, 71, § 455B.28; C73, 75, 77, 79, 81, § 455B.48]

Section History: Recent form

C83, § 455B.186 86 Acts, ch 1245, § 1899; 90 Acts, ch 1167, § 1

Internal References

Referred to in § 455B.191

455B.307A Discarding of solid waste--prohibitions--penalty.

1. For the purposes of this section, "discard" means to place, cause to be placed, throw, deposit, or drop.
2. A person shall not discard solid waste onto or in any water or land of the state, or into areas or receptacles provided for such purposes which are under the control of or used by a person who has not authorized the use of the receptacle by the person discarding the solid waste.
3. A person who violates this section is subject to a civil penalty not to exceed five hundred dollars for each violation.

Section History: Recent form

92 Acts, ch 1215, § 10

455B.307 Dumping--where prohibited--penalty.

1. A private agency or public agency shall not dump or deposit or permit the dumping or depositing of any solid waste at any place other than a sanitary disposal project approved by the director unless the agency has been granted a permit by the department which allows the dumping or depositing of solid waste on land owned or leased by the agency. The department shall adopt rules regarding the permitting of this activity which shall provide that the public interest is best served, but which may be based upon criteria less stringent than those regulating a public sanitary disposal project provided that the rules adopted meet the groundwater protection goal specified in section 455E.4. The comprehensive plans for these facilities may be varied in consideration of the types of sanitary disposal practices, hydrologic and geologic conditions, construction and operations characteristics, and volumes and types of waste handled at the disposal site. The director may issue temporary permits for dumping or disposal of solid waste at disposal sites for which an application for a permit to operate a sanitary disposal project has been made and which have not met all of the requirements of part 1 of this division and the rules adopted by the commission if a compliance schedule has been submitted by the applicant specifying how and when the applicant will meet the requirements for an operational sanitary disposal project and the director determines the public interest will be best served by granting such temporary permit.
2. The director may issue any order necessary to secure compliance with or prevent a violation of the provisions of this part 1 of division IV or the rules adopted pursuant to the part. The attorney general shall, on request of the department, institute any legal proceedings necessary in obtaining compliance with an

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order of the commission or the director or prosecuting any person for a violation of the provisions of the part or rules issued pursuant to the part.

3. Any person who violates any provision of part 1 of this division or any rule or any order adopted or the conditions of any permit or order issued pursuant to part 1 of this division shall be subject to a civil penalty, not to exceed five thousand dollars for each day of such violation.

Section History: Early form

[C71, § 406.9; C73, 75, 77, 79, 81, § 455B.82]

Section History: Recent form

C83, § 455B.307

86 Acts, ch 1245, § 1899; 87 Acts, ch 225, § 415; 88 Acts, ch 1169, § 5; 89 Acts, ch 281, § 1

Internal References

Referred to in § 455B.304

455B.363 Litter.

No person shall discard any litter onto or in any water or land of this state, except that nothing in this section shall be construed to affect the authorized collection and discarding of such litter in or on areas or receptacles provided for such purpose.

Section History: Early form

[C73, 75, 77, 79, 81, § 455B.97]

Section History: Recent form

C83, § 455B.363

Internal References

Referred to in § 455B.364

Footnotes

See § 321.369

455B.364 Penalty.

Any person violating the provisions of section 455B.363, upon conviction, shall be guilty of a simple misdemeanor. The court, in lieu of or in addition to any other sentence imposed, may direct and supervise a labor of litter gathering.

Section History: Early form

[C73, 75, 77, 79, 81, § 455B.98]

Section History: Recent form

C83, § 455B.364

455B.466 Civil penalties.

A person who violates a provision of this part is subject to a civil penalty of not more than ten thousand dollars for each violation and for each day of continuing violation. Civil penalties collected pursuant to this section shall be forwarded by the clerk of the district court to the treasurer of state for deposit in the general fund of the state.

Section History: Recent form

85 Acts, ch 202, §7

Internal References

Referred to in § 29C.8A

461A.43 Littering grounds.

No person shall place any waste, refuse, litter or foreign substance in any area or receptacle except those provided for that purpose.

Section History: Early form

[C39, § 1828.09; C46, 50, 54, 58, 62, 66, 71, 73, 75, 77, 79, 81, § 111.43]

Section History: Recent form

C93, § 461A.43

Internal References

Referred to in § 350.10, 461A.57, 805.8B(6b)

Footnotes

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For applicable scheduled fine, see §805.8B, subsection 6, paragraph b. (\$15)

462A.12 Prohibited operation.

1. No person shall operate any vessel, or manipulate any water skis, surfboard or similar device in a careless, reckless or negligent manner so as to endanger the life, limb or property of any person.....

3. No person shall place, cause to be placed, throw or deposit onto or in any of the public waters, ice or land of this state any cans, bottles, garbage, rubbish, and other debris.

Section History: Early form

[C39, § 1703.17, 1703.21; C46, 50, 54, 58, § 106.17, 106.21, 106.28; C62, 66, 71, 73, 75, 77, 79, 81, § 106.12; 82

Acts, ch 1028, § 15, 16]

Section History: Recent form

86 Acts, ch 1143, § 1; 87 Acts, ch 215, § 38

C93, § 462A.12

Internal References

Referred to in § 462A.14A, 805.8B(1c)

Footnotes

For applicable scheduled fines, see §805.8B, subsection 1, paragraph c

556B.1 Removal--notice to sheriff.

1. The owner or other lawful possessor of real property may remove or cause to be removed any motor vehicle or other personal property which has been unlawfully parked or placed on that real property, and may place or cause such personal property to be placed in storage until the owner of the same pays a fair and reasonable charge for towing, storage or other expense incurred. The real property owner or possessor, or the owner's or possessor's agent, shall not be liable for damages caused to the personal property by the removal or storage unless the damage is caused willfully or by gross negligence.

2. The real property owner or possessor shall notify the sheriff of the county where the real property is located of the removal of the motor vehicle or other personal property. If the owner of the motor vehicle or other personal property can be determined, the owner shall be notified of the removal by the sheriff by certified mail, return receipt requested. If the owner cannot be identified, notice by one publication in one newspaper of general circulation in the area where the personal property was parked or placed is sufficient to meet all notice requirements under this section. If the personal property has not been reclaimed by the owner within six months after notice has been effected, it may be sold by the sheriff at public or private sale. The net proceeds after deducting the cost of the sale shall be applied to the cost of removal and storage of the property, and the remainder, if any, shall be paid to the county treasurer.

Section History: Early form

[C75, 77, 79, 81, § 556B.1]

Section History: Recent form

83 Acts, ch 123, § 190, 209

Internal References

Referred to in § 331.427, 331.653

716B.2 Unlawful disposal of hazardous waste--penalties.

A person who knowingly or with reason to know, disposes of hazardous waste or arranges for or allows the disposal of hazardous waste at any location other than one authorized by the department or the United States environmental protection agency, or in violation of any material term or condition of a hazardous waste facility permit, is guilty of an aggravated misdemeanor and upon conviction shall be punished by a fine of not more than twenty-five thousand dollars for each day of violation or imprisonment for not more than two years, or both. If the conviction is for a violation committed after a first conviction under this section, the person is guilty of a class "D" felony and shall be punished by a fine of not more than fifty thousand dollars for each day of violation or imprisonment for not more than five years, or both.

Section History: Recent form

88 Acts, ch 1080, §4

Internal References

Referred to in § 29C.8A

716B.3 Unlawful transportation of hazardous waste--penalties.

A person who knowingly or with reason to know, transports or causes to be transported any hazardous waste to any location other than a facility that is authorized to receive, treat, store, or dispose of the hazardous waste under rules adopted pursuant to the federal Resource Conservation and Recovery Act, 42 U.S.C. § 6901-6992, is guilty of an aggravated misdemeanor and upon conviction shall be punished by a fine of not more than twenty-five thousand dollars for each day of violation or imprisonment for not more than two years, or both. If the conviction is for a violation committed after a first conviction under this section, the person is guilty of a class "D" felony and shall be punished by a fine of not more than fifty thousand dollars for each day of violation or imprisonment for not more than five years, or both.

Section History: Recent form

88 Acts, ch 1080, §5; 95 Acts, ch 49, § 24

Internal References

Referred to in § 29C.8A

716B.4 Unlawful storage or treatment of hazardous waste--penalties.

A person who knowingly or with reason to know, treats or stores hazardous waste without a permit issued pursuant to 42 U.S.C. § 6925 or § 6926 is guilty of an aggravated misdemeanor and upon conviction shall be punished by a fine of not more than twenty-five thousand dollars for each day of violation or imprisonment for not more than two years, or both. If the conviction is for a violation committed after a first conviction under this section, the person is guilty of a class "D" felony and shall be punished by a fine of not more than fifty thousand dollars for each day of violation or imprisonment for not more than five years, or both.

Section History: Recent form

88 Acts, ch 1080, §6

Internal References

Referred to in § 29C.8A

716B.5 Enforcement.

The attorney general or the county attorney for the county in which a violation occurs is responsible for enforcement of this chapter.

Section History: Recent form

88 Acts, ch 1080, §7

727.3 Abandoned or unattended refrigerators.

Any person who abandons or otherwise leaves unattended any refrigerator, icebox, or similar container, with doors that may become locked, outside of buildings and accessible to children, or any person who allows any such refrigerator, ice box, or similar container, to remain outside of buildings on premises in the person's possession or control, abandoned or unattended and so accessible to children, commits a simple misdemeanor.

Section History: Early form

[C58, 62, 66, 71, 73, 75, 77, § 732.20-732.23; C79, 81, § 727.3]

MODEL CITY/COUNTY ILLEGAL DUMPING ORDINANCE

Section 1 - DEFINITIONS

(a) **Illegally Dumped Material** Any solid waste including, but not limited to the following items: Municipal solid waste, old corrugated cardboard, waste paper, scrap tires, household appliances, furniture, mechanical equipment, construction and demolition debris, brush or yard waste, junked automobiles, watercraft or aircraft, farm machinery, biosolids, or dead animal, which has been illegally dumped on public or private property.

Appendix – Reports Provided by Iowa DNR to Task Force

(b) Person Any individual, firm, corporation or other legal entity and authorized agents and/or officers thereof.

(c) Law enforcement officer Any officer of the State Highway Patrol, a county sheriff's department, a municipal law enforcement department, a law enforcement department of the Iowa Department of Natural Resources.

(d) Commercial purpose Activities resulting or for the purpose of economic gain.

(e) Commercial vehicle A vehicle owned or used by a business, corporation, association, partnership, or sole proprietorship or any other entity conducting business for a commercial purpose.

(f) Illegally Dump To dump, throw, discard, place, deposit, or dispose of materials by any means other than those legally prescribed by the county or municipality.

Section 2 - ILLEGAL DUMPING ON PUBLIC PROPERTY PROHIBITED

(a) In or on any public highway, road, street, alley, or thoroughfare, including any portion of the right-of-way thereof, or any other public lands, except in containers or areas lawfully provided by the county, municipality or a private institution.

(b) In or on any freshwater lake, river, canal, or stream or tidal or coastal water of the state, including Canals. When any litter is thrown or discarded from a boat, the operator or owner of the board, or both shall be deemed in violation of this section; or

(c) In or on any private property, unless prior consent of the owner has been given and unless such litter will not cause a public nuisance or be in violation of any other state or local law, rule or regulation.

Section 3 - ILLEGAL DUMPING ON PRIVATE PROPERTY PROHIBITED

(a) It shall be unlawful for any person to place, or cause to be placed any junk motor vehicle, old vehicle tire, or inoperative or abandoned household appliance, or part thereof, upon the right-of-way of any public highway, upon any other public or private property which he or she does not own, lease, rent or otherwise control unless it is at a permitted salvage yard, a permitted disposal site, or at the business establishment of a demolisher. Deposit of the aforementioned items on the owner's private property is also prohibited if they become a threat to the aesthetics, safety or public health of the community or become a public nuisance.

Section 4 - ENFORCEMENT AND PROSECUTION OF ILLEGAL DUMPING

(a) All police officers, county sheriffs and deputies and municipal enforcement officers shall enforce the provisions of this ordinance.

(b) The named enforcement officers are empowered to issue citations to, or arrest persons violating any provisions of this ordinance

(c) All of the named enforcement officers may serve and execute all warrants, citations, and other process issued by the courts in enforcing the provisions of this subchapter. In addition, mailing by registered mail of such process to his last place of residence shall be deemed as personal service upon the person charged.

Section 5 – PENALTY

(a) Any person who engages in the act of illegal dumping is in violation of the previous sections in an amount not exceeding 10 lbs in weight or 15 cubic feet in volume and not for commercial purposes is guilty of a minor infraction, punishable by a civil penalty not less than \$250 and no more than \$500. In addition the court may require the violator to pick up the illegally dumped materials or perform other labor commensurate with the offenses committed.

(b) Any person who dumps litter in violation of previous sections in amounts exceeding 10 pounds in weight or 15 cubic feet in volume and not for commercial purposes is guilty of a misdemeanor of the first degree punishable by a civil penalty not less than \$300 and no more than \$1000. In addition, the court shall require the violator to pick up litter or perform other community service commensurate with the offense committed

(c) A court may enjoin a violation of this section.

(d) In the criminal trial of a person charged with violating this section, the state or municipality shall not have the burden of proving that the person did not have the right or authority to dump the litter or raw human waste or that litter or raw human waste dumped on private property causes a public nuisance.

(e) The defendant shall have the burden of proving that he or she has authority to dump the litter or raw human waste and that the litter or raw human waste dumped does not cause a public nuisance.

6. PROVIDED BY BRIAN TORMEY TO THE FULL TASK FORCE

Funding Options XL Spreadsheets

Appendix – Individual Task Force Members Goals

Sheila Douglas

- To reach a zero tolerance level for litter among Iowans.
- 100% redemption of cans and bottles.
- Include all industries who are contributing to the litter stream.
- Review existing local and state programs.
- Inclusion of an educational component supporting product stewardship.

Julie Ketchum

- Improve enforcement of litter violations through unique enforcement opportunities/avenues and possibly increase fines.
- Identify target audiences and concepts for the development of key messages for public education purposes. Identify most effective vehicles for public education purposes.
- Identify state agencies/non-profits involved in litter issues and the existing funding sources. Build on these existing funding sources by identifying and recommending new funding sources.
- Coordinate the launch of this new Anti-Litter Campaign amongst the various parties that are involved, and continue coordination throughout the life of the program to ensure that the efforts/funding is focused to achieve the desired result.
- Develop an ongoing measurement and evaluation program to determine the effectiveness of this campaign. Identify best methods for the dissemination of this information.

Roy Overton

- Increase the bottle deposit bill to include solitary drink bottles and cans. This deposit system does work. Consider possible inclusion of food wrappers, etc., at a later date.
- Make it more interesting financially to the retailers who take the bottles back. I believe if the stores do not accept the beverage containers the whole program will fail. This “bottle bill” does work. It is NOT a recycle bill, but does encourage recycling too.
- Encourage the Izaak Walton League and other outdoor sports groups to develop a program to “Take it with you” relating to containers of bait, shell casings, lead-free targets, and packaging of lures and beverage containers consumed while recreating outdoors. Perhaps in conjunction with the Beautify Iowa Program. It could work also with the help of Iowa Department of Natural Resources.
- Triple the fines (at least) for littering. Make it financially unacceptable to litter. Increase the public education as to the costliness of the litter problem. Increase interest in re-use and recycle programs. I am concerned that Des Moines is considering a lessening use of recycling boxes.
- The Ikes has partnered with other groups and the public as well in our cleaning litter from our rivers and lakes. I would like to see groups not only remove litter but to plant and beautify shore and develop habitat for our game and non-game animals and water fowl. Many of our chapters already do stream clean-ups and park clean-up programs.

Tom Barbee, Jr.

Appendix – Individual Task Force Members Goals

- Reduce by 50% the amount of domestic waste in commercial dumpsters.
- Reduce loitering on restaurant property through increased police observation. Loitering leads directly to excessive exterior litter.
- Open the lines of communication with waste disposal companies regarding best practices for the following:
 - Number of dumps per week depending on time of year.
 - Container size depending on time of year.
 - Practices on our end which would make disposal easier and cleaner.
- Increased installation of grease extraction systems in Iowa quick service restaurants. Eliminates disposal of grease in commercial dumpsters.
- Increased installation of trash compactor units in Iowa quick service restaurants. Provides ability to dispose of greater amounts of waste at a reduced cost.

Sarah Rasmussen

- Increased enforcement of current littering and illegal dumping laws.
- Exploration of a litter tax similar to the one in Nebraska.
- Expansion of the bottle bill to include the most often found in ditches non-deposit containers, as identified by the scientific study conducted by Keep Iowa Beautiful (specifically, water bottles).
- Develop model for registering waste haulers within a community/service area – registration to be managed either by city, county, or solid waste planning agency.
- Focus more on prevention and education. Less focus on after-the-fact clean-ups.

Jerry Fleagle

- Setting a goal for reduction of litter in 1-3-5-10 years. Use Keep Iowa Beautiful study as a benchmark.
- Educational programs set up on litter control that create a lasting mindset of not littering by Iowans.
- Creating pride in Iowa so we all strive to not litter.
- Effective media presentations and programs that reinforce an effective message.
- Put into place a permanent and appropriate funding source for litter control.

Scott Smith

- Create a vision for a clean and beautiful Iowa that Iowans will want to actively embrace and support.
- Identify gaps in the current system of enforcement, funding and education that need to be addressed.
- Recommend education strategies targeted specifically at chief areas of concern (e.g. enforcement, consumers, etc.)
- Recommend strategies that retailers can employ to co-opt their customers into supporting keeping Iowa clean and beautiful.
- Identify successful programs which have transferable components.

Michelle Meinecke

- Improve the public awareness of the value of a litter free state.
- Develop an aggressive campaign to provide public information on public littering
- Establish platform and partnership with communities for litter abatement programs.

Appendix – Individual Task Force Members Goals

- Design a common letter of support for industry and public establishing a renewed effort in cleaning up Iowa.
- Develop a public source of information (website) that promotes the benefits of a cleaner Iowa, i.e. identifies the public cost associated with littering and tools (checklist) for litter abatement.