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Stop Illegal Dumping in its Tracks...

Pilot Prevention Program

The Iowa Department of Natural Resources (IDNR) and Keep Iowa Beautiful (KIB) are initiating a statewide pilot campaign of education, awareness and enforcement to combat illegal dumping. The illegal dumping of solid waste (tires, appliances, building materials, yard waste and other debris):

- Affects the beauty and character of our neighborhoods and rural areas,
- Provides risks of contamination and impacts the quality of our environment,
- Costs Iowa taxpayers significant dollars annually for prevention and cleanup
- Diverts valued time and effort of public employees.

The pilot program calls for a joint effort by IDNR and KIB to select and work with three Iowa communities/areas. Strategic America, a Des Moines-based marketing, advertising and public relations firm, has been selected by KIB to assist in the efforts.

The three selected pilot project communities/areas will help test and evaluate approaches, response programs and methods for effectively preventing illegal dumping. A mail survey will be conducted in each community prior to the local program to test community knowledge and understanding of the issue. Focus group sessions may also be conducted in each area.

Each of the three communities will appoint a local task force of government, law enforcement officials and citizens dedicated to catching and prosecuting illegal dumpers. This group will enlist the support of other partners in dealing with responsive and remedial efforts, as well as developing longer-term prevention programs.

Approaches utilized in each of the three communities will be evaluated. At the end of 2004, recommendations will be made to "roll out" a statewide initiative to combat and prevent illegal dumping in 2005.

As an individual/business/organization that cares about the quality of your community and environment, please join with your local efforts to stop illegal dumping in its tracks!

General Electric...

\$100,000 For Litter Prevention

General Electric Foundation has awarded a three year \$100,000 grant to Keep Iowa Beautiful for the development and implementation of a comprehensive "Litter Free School Campus" program. The three year program will focus on the SE Iowa area located around the General Electric plant in Burlington, Iowa. The program will also be utilized in other schools throughout the State.

Litter education / prevention efforts have largely been absent from Iowa schools for over twenty years. This has resulted in increased levels of litter. According to surveys by Keep Iowa Beautiful, Iowans tend to think that it is the younger generations that are littering. Litter clean up efforts for Iowa schools costs over \$3.3 million dollars annually. Litter clean up costs for all public property including schools costs the taxpayer over \$13.5 million per year for public property. An effective "Litter Free School Campus" program can greatly reduce those costs.

Co-chairs of the Keep Iowa Beautiful program - Donald F. Lamberti and Robert D. Ray both commented "It is this kind of partnership that spells a winning program - for General Electric, for the schools, for our youth and for Iowa. In this situation the grant represents the 'ounce of prevention that will truly be worth a pound of cure' through education and prevention. Changing behavior patterns to avoid littering will result in savings to everyone as well as increasing the regard that we have for property and one another"

A Big Thanks...

To KIB Volunteers

Volunteers staffed the Keep Iowa Beautiful booth at this years Iowa Home, Patio and Landscaping Show in January at the Iowa State Fair grounds. This years show attracted nearly 8, 000 visitors stopping by 400 booths at the Varied Industries Building.

March 18-21, 2004, Keep Iowa Beautiful will have a booth at the Iowa Flower, Lawn and Garden Show & Sale. **If you would like to volunteer to work the booth, please contact Bill Jackson 515-323-6537 or bjackson@keepiowabeautiful.com** This show is also at the Varied Industries Building at the Iowa State Fair grounds.

Don't forget to mark August 12-22, 2004 on your calendars! It's the Sesquicentennial anniversary (150 years) of the Iowa State Fair and we will again be looking for volunteers to staff the KIB booth.

Keep Iowa Beautiful is the charitable riding partner for MotorIoway. To learn more about MotorIoway's 500 mile classic car tour in June, check out their website at: www.motormemories.com

Litter Free School Campus...

New KIB Education Program

"Litter Free School Campus" is the name being given to developing a litter education program. Doris Conner and Robert Byers have developed a "draft" set of materials for K-2, 3-5, 6-8 and High School. The materials are now being reviewed by the Department of Education.

At the lower (K-2) and upper elementary (3-5) levels the focus will be based on utilizing Iowa oriented materials which will include coloring books and activity materials. Included in those materials will be Glen and Gloria Goldfinch (Iowa Bird) as the proponents for a more beautiful litter free Iowa. The "villain" will be the Turkey Vulture (TV - get the analogy!) Although positive in several ways it tends to be viewed as a bird that is messy and litters. The materials will also reflect other Iowa caricatures that will help tell the litter prevention story. An individual from Casey's General Stores by the name of Merle Rasmussen is helping with ideas and concepts for the program.

For the middle and high school segments the focus is on community action projects that students can become involved in. Those projects will help to build pride and respect and enrich student learning in the schools while providing projects that will improve the attractiveness of the communities. Materials are being utilized from around the world for incorporation into the program.

Delivery of the program is still under discussion. One of the key goals is to target one pilot school per AEA in Iowa. From that test the materials will be reviewed and revised if necessary and an expanded program devised for 2004/5 school year.

Initial supporters of this program include: **Casey's General Stores, EMC, General Electric Foundation Iowa Department of Education, Prairie Meadows, Principal Foundation, Waste Management and Weyerhaeuser Corporation**

\$10,000 From Prairie Meadows...

Litter Free School Campus

Keep Iowa Beautiful has received a \$10,000 grant from Prairie Meadows Racetrack & Casino through its 2003 Community Betterment Grant Program.

"This grant will help us develop, design, produce and make available to Iowa schools a 'Litter Free School Campus' program that can greatly reduce litter clean up efforts," said Gerry Schnepf, Executive Director of Keep Iowa Beautiful. "Changing behavior patterns to avoid littering will result in savings to everyone as well as building pride and respect and increasing the regard that we have for property and one another."



Visit us at: www.keepiowabeautiful.com

Your Neighborhood...

Pride or Embarrassment?

Gerald F. Schnepf, Executive Director

The beauty of our nation is held dear by many Americans. We often travel hundreds of miles each year, on weekends and on our vacations, in pursuit of that beauty. We pursue an image of cleanliness, clean and shining buildings, mowed lawns, weed free areas, clean rivers and lakes and scenic byways. An attractive community or neighborhood provides great enjoyment and builds a sense of pride important to each of us and to our children. "Oh beautiful for spacious skies, for amber waves of grain" is the image we strive for and one we respect. Keeping it that way is the challenge and the opportunity.

Dr. George Kelling's theory is that a broken window left un-repaired sends a signal that there is a lack of concern about the building. It indicates that the rest of the windows are free to break. Left untended this leads to more broken windows. This key event causes a chain reaction, because residents see vandalism is being ignored and they soon begin to tolerate other negative activities as acceptable. In the same way, disorderly behavior, if left unattended, leads to fear and more serious crimes. Neglect and apathy take root in a neighborhood. This in turn fuels further deterioration and often leading to societal ills.

The theory is one that we recognize and appreciate. In order to restore order, Dr. Kelling outlined several elements of community organization that are required:

- Residents taking personal responsibility for the neighborhoods
- Citizens and police departments working together to combat crime
- Business improvement districts being essential to clean/safe towns
- Civic/church groups providing active support in neighborhoods
- Community courts providing enforcement
- Restoration of authority for parents/teachers over children

The "broken window" can be symbolized by litter on the streets, refuse in the yards, unkempt and unpainted facilities, weeds or unmowed lawns, rundown signs and generally areas that are not maintained.

The question that concerns many towns both large and small is "How do we deal with the "eyesore" and get it cleaned up?" A property that is cleaned up, painted and made attractive can encourage neighbors to do the same. The options are many – ranging from working with owners in developing a positive solution is often the best. But if that fails than legal actions may be the choice. Creativity and leadership along with tenacity are required.

Any eyesore can be corrected – it takes time and a great deal of fortitude and leadership by local citizens. We can improve our communities and build pride and respect or we can be embarrassed by our neighborhoods and watch them decline. The choice is up to each one of us to do our part. It's worth it!!!!

Litter Enforcement Awards...

Winners Announced

"Litter Enforcement Award" winners for 2004 are announced by Keep Iowa Beautiful. The two awards have been established to recognize those enforcement and community officers in Iowa that are going the "extra mile" in litter prevention, enforcement and beautification efforts to help Keep Iowa Beautiful. Littering and illegal dumping costs tax payers \$13.5 million dollars annually.

Award winners will receive framed recognition certificates presented at selected State and / or regional meetings. In addition the winners can designate a litter prevention, cleanup and / or beautification effort that will receive a \$1,000 cash award in their name.

The two 2004 award winners are:

Ms. Kary Woolson – Boone County Code Enforcement Officer

Merit: In addition to enforcement efforts Kary has coordinated several high profile property clean-ups. Her efforts have helped to eradicate potential health safety concerns as well as demonstrating that Boone County is serious about making sure property owners maintain their properties.

Mr. Warren Crouch – Parks Superintendent and Sanitation Superintendent, Bellevue, Iowa.

Merit: Superintendent Crouch has been active in promoting recycling, clean up, composting and beautification efforts for the city of Bellevue. Through his efforts the riverfront beautification program has made significant progress with over \$800,000 being spent for improvements. His personal efforts have rubbed off on others in the community and has resulted in making Bellevue an attractive community.

The award program was established by KIB through the generosity of a grant from John and Judy Schneller of Des Moines. They have become increasingly concerned over litter levels. Through the financial support of the annual award and volunteer efforts they are helping to change behavior patterns.



Volunteers in the KIB booth at the Iowa Home, Patio & Landscaping Show are Jean Wirt (Ankeny) and Dorothy McClatchey (Des Moines).



Visit us at: www.KeepIowaBeautiful.com



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2004 Calendar

February 27--Diamond Vogel
Paint Iowa Grant Deadline

March 18-21- Iowa Flower,
Lawn and Garden Show & Sale

March-May --Great American
Cleanup

August 12-22—Iowa State Fair

September 2—2nd Annual Tee
Off On Trash Golf Outing

October 20-22-Iowa/Nebraska
Keep Beautiful Meeting-Lied
Center-Nebraska City

Keep Iowa Beautiful Fund...State Income Tax Check-off

Keep Iowa Beautiful (KIB) and the Iowa Department of Transportation are encouraging individuals to contribute to the Keep Iowa Beautiful Fund Check-off when preparing this year's Iowa individual income taxes.

The check-off is available to long-form, short-form and telephone filers. Donors may contribute \$1 or more to the fund. Seventy percent of the proceeds go toward local beautification efforts and 30 percent to KIB's statewide initiatives.

"The projects funded through go a long way towards keeping Iowa beautiful," added Gerry Schnepf, executive director of KIB. "Thanks to the many Iowans using the income tax check-off or personally contributing to Keep Iowa Beautiful."

During 2002, the first year of the program, individuals contributed a total of \$56,633 through the check-off. Ten Iowa communities or non-profit organizations received funding through the Keep Iowa Beautiful program.

In 2003, \$62,483 was contributed. An announcement regarding the Iowa community projects to be awarded funding from these receipts will be made shortly.

SEND US SOME GREEN AND HELP KEEP IOWA BEAUTIFUL

MAKE YOUR COMMITMENT TODAY...BECOME AN ANNUAL SUPPORTER

Your dollars are needed to support our education programs, our affiliates program, website and this newsletter. **KIB is a charitable organization under Section 501 © (3) of the IRS code & your donation is tax deductible**

FOR A \$25 CONTRIBUTION WE WILL SEND YOU A BEAUTIFUL WILD ROSE LAPEL PIN

Your Name _____

Return this coupon & your check:

Address _____

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City, State, Zip _____



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