



*"It Just Makes Sense"*

**Gerald F. Schnepf, Executive Director**

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**"Iowa's Litter Hotline – One Year Later and Going Strong!"  
Thanks Iowans – Great Job!**

With only a year under the belt and very little marketing, Iowa's 1-888-NOLITTR hotline ranks third in the number of calls received among 14 states with similar programs. Earlier this year, the national ABC - Good Morning America program recognized the Keep Iowa Beautiful litter hotline as a model for others (Check [www.KeepIowaBeautiful.com](http://www.KeepIowaBeautiful.com) for an opportunity to view that segment of the show).

After a year, record levels of calls on vehicular littering continue to be received – approximately 50 to 100 calls per week! The hotline serves as an outlet for frustrated motorists who witness others littering.

Law enforcement officers aren't always in a position to see those that are littering. This hotline allows you to become a partner with the enforcement community in stopping littering in Iowa. A majority of calls relate to cigarette / tobacco littering.

The success of this program is a result of the partnership between Keep Iowa Beautiful, the Iowa State Patrol, the Iowa State Sheriffs & Deputies Association and the Iowa Police Executive Forum with assistance from Iowa Network Services. A recent grant from the Iowa Department of Natural Resources will provide funding for marketing and promotional materials that will help make sure all Iowans know about the hotline and can be recruited to help prevent littering.

Alliant Energy, Atlantic Bottling Company, Iowa Grocery Industry Association, and Waste Management, Inc. have also provided financial support for the program.

When a hotline call is received and the information verified, law enforcement officials send a warning letter to the registered vehicle owner regarding the littering incident along with a litter bag or portable cigarette ashtray.

The hotline provides other tools and opportunities for Iowans to become involved in keeping Iowa clean and green, including:

- Reporting illegal dumping activities (larger volumes of litter deliberately and generally disposed of in remote areas).
- Adopting an area - roadway, river shoreline, part of a park or other public land, parking lots, lake area shoreline and other public areas - and agreeing to periodically remove litter and debris.
- Requesting more information on Keep Iowa Beautiful.

Our thanks go to all the individuals and companies that are helping to Keep Iowa Beautiful by reporting vehicular litter. To our friends that have been reporting those littering by phoning the hotline – our thanks! For those that haven't used it, give the hotline a try – you will like it. Take a stand for your land by keeping it clean.

- 30 -

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**See you in the next column.**

**Helping to Keep Iowa Beautiful**