

Littering in Iowa...Results of Three Surveys

The Iowa Department of Transportation, in collaboration with Keep Iowa Beautiful, has conducted a mail survey asking Iowans their opinions about littering behavior, litter in their communities and along Iowa Roadways. Of the nearly 5,000 households surveyed, a remarkable 46.8% returned their surveys. Several highlights of the survey included:

- Respondents from urban areas see litter as a more serious issue.
- Primary sources of litter are motorists, uncovered vehicles and teenagers.
- 60% responded that roadways entering their communities was a problem.
- A majority of Iowans feel discarding some types of litter is a minor thing, however, nearly 97% feel it is important to maintain a clean environment.

The second survey, by Barker Lemar, was a Roadside Litter Characterization Study, assessing physical litter at 150 sites along Iowa Roadways. Highlights included (see graph on page four):

- Tobacco-related and candy/snack- related items account for 48% along roadways.
- 42% was non-beverage or fast food-related plastics, other paper, and candy/snack packaging.
- Deposit-designated beverage containers represented only 2%.
- Boxes represented 4%.

Assessment of Existing Litter Control & Beautification Efforts in Iowa, by Franklin Associates, surveyed costs for litter control and litter-related legislation in Iowa.

- Time and money spent on litter by public sector entities is primarily focused on collection, not enforcement or prevention.
- Total annual litter-related cost in Iowa was \$13.5 million in 2001.
- Litter education programs are extremely limited: 1 out of 4 students are educated about litter and 1 out of 9 cities has a litter prevention program.
- Iowa fines for litter are among the lowest (\$35) compared to other states.

For complete results, methodology, details and graphs of all three surveys, check out our website at: www.KeepIowaBeautiful.com

KIB Receives Grants...\$19,300 For Affiliate Growth

Keep Iowa Beautiful has received two grants to expand the number of affiliates. The Iowa West Foundation awarded \$9,300 and the Maytag Family Foundation granted \$10,000. The Iowa West grant will target communities in Cass, Harrison, Mills, Montgomery, Pottawattamie and Shelby counties. The Maytag grant is for communities in Newton region and central Iowa.

"The cultural health and economic vitality of a community are dependent on the image that the community presents to both its residents and visitors", said Keep Iowa Beautiful

Executive Director Gerald Schnepf.. "A clean and attractive community stimulates a sense of pride in the citizens," added Schnepf, "and creates a pleasing image in the minds of visitors and sends a message to business that 'we care'."

Keep Iowa Beautiful affiliates are assisted in establishing local beautification committees, litter reduction and beautification programs, volunteer recruitment /recognition, education/program materials, partnership development and revenue planning.

For information on how your community can participate in the program contact Gerald Schnepf at gschnepf@keepiowabeautiful.com or call 515-323-6507. Put your communities name in:

KEEP (your community) BEAUTIFUL.

KIB & Affiliates Receive Award...For Innovative Programs

The Iowa Society of Solid Waste Operations (ISOSWO) honored Keep Iowa Beautiful and its four affiliate organizations with the "2002 Innovative Program Award". The award recognizes the outstanding efforts of KIB and the local affiliated organizations to work cooperatively with the solid waste management industry in order to pro-actively protect the environment of Iowa.

The affiliates of Keep Iowa Beautiful are Keep Scott County Beautiful, Keep Boone County Beautiful, Keep Richland Beautiful and Keep Central Iowa Beautiful. Central Iowa communities include Altoona, Ankeny, Bondurant, Carlisle, Clive, Des Moines, Mitchellville, Norwalk, Pleasant Hill, Polk City, Urbandale, West Des Moines and Windsor Heights.

Iowa State Fair...Cleanest in the Nation

Keep Iowa Beautiful was very visible at the 2002 Iowa State Fair. The "O.K. Crew" of 50 wore bright green T-shirts, provided by KIB and the Metro Waste Authority.

Waste Management and KIB partnered with the Iowa State Fair to make it one of the cleanest ever. Waste Management provided funding for the 1000 barrel wraps featuring a litter message and the organizations.

Inside the Varied Industries building volunteers from affiliates and around the state staffed a colorful booth. Information about litter-free and beautification programs was available to the nearly 10,000 fair-goers that stopped by the booth. They also were provided litter bags provided by the Iowa Lottery and the opportunity to sign up for this newsletter and guess the cost of cleaning up litter in Iowa. (The answer: \$13,478,700)

The State Fair staff with support from Bill Hare printed signs that were placed around the neighborhood, to discourage littering as people left the fair grounds.

It's not too early for you to get a group from your community to volunteer to staff the booth at 2003 state fair. KIB will have booth space available for you to show your local beautification and litter reduction programs. **Dates for the 2003 Iowa State Fair are August 7th to 17th, 2003.**

Casey's Pizzas Produce \$\$\$\$...\$15,961 Raised for KIB

Donald F. Lamberti, Chairman of the Board of Casey's General Stores, Inc., (and Chairman of the Board of Keep Iowa Beautiful) presented KIB with a check for \$15,961. This represents a portion of the proceeds from pizzas sold Sunday's in October at the Casey's General Stores in.

"Dollars from a number of sources are critical for Keep Iowa Beautiful," said Lamberti, "if the organization is to continue the mission of improving our community environment and enhancing the beauty of our state through litter prevention, reduction and beautification programs." Lamberti added, "I urge all businesses in Iowa to help make their communities more attractive places to live, work and raise a family."

More Funding...For Litter Education Program

The Weyerhaeuser Company Foundation has awarded Keep Iowa Beautiful \$5,000 to assist in creating a litter prevention and recycling education program for Iowa schools. The funds will establish a pilot 5th-8th grade student attitudinal survey/educational project regarding littering and recycling.

In addition to taking the survey themselves, students will also be asked to survey their parents. In conjunction with the survey students will be involved in "hands on" clean up projects in the community.

The Litter Education Program will be provided to schools and teachers in 2003.

Income Tax Checkoff...\$56,250 Raised

The new State of Iowa income tax checkoff has provided over \$56,250 to support litter prevention and beautification programs throughout the state. The Iowa Department of Transportation is in the process of creating rules and Keep Iowa Beautiful will administer the grant program. Official announcement of the program and grant application procedures will be made after March 12, 2003. See www.dot.state.ia.us for the administrative rules. The rules call for 30% to support KIB statewide efforts and 70% to be made available for grants.

Three charitable donation choices are included on your State Income Tax form. In addition to Keep Iowa Beautiful checkoff opportunities include the Iowa Department of Natural Resources fish and wildlife program and the Iowa State Fair's restoration program. Nearly 32,000 Iowans participated in the checkoff program raising \$295,000 for these three organizations.

When you file your income tax for 2003, please use the checkoff. Let's increase the level support for KIB to over \$100,000 in 2003.

Awards For Law Officers...Two \$1,000 for Litter Enforcement

Keep Iowa Beautiful has established two \$1,000 awards for the enforcement officers in Iowa that are doing the most outstanding job at litter prevention and illegal dumping abatement through citations or community involvement.

The selected enforcement officers will designate the community or project of their choice that reduces litter or illegal dumping and/or improves the beauty of the area to receive the \$1,000 award.

Letters of recommendation outlining the officer's efforts need to be submitted by January 31, 2003, by the officer's supervisor and send to Enforcement Awards, Keep Iowa Beautiful, 300 East Locust-Suite 100, Des Moines, Iowa 50309.

Happy New Year...Let's make 2003 a "Litter Free New Year".

News From Affiliates...

KEEP RICHLAND BEAUTIFUL...

Mary Joene Horras reports that KRB will be helped their community club with the town Christmas decorations. Two "eyesore" properties have been taken down and the sites cleaned up. Amazing progress-congratulations.

KEEB BOONE COUNTY BEAUTIFUL...

KBCB's fall activities included a float in the Pufferbilly Days parade, a Volunteer Appreciation Dinner and a schools in service day that included 200 8th graders cleaning up parks. This spring around Earth Day KBCB is planning on a Clean Up Your Files Day.

KEEP CENTRAL IOWA BEAUTIFUL...

KCIB is developing a community plan and working with its 12 communities to update their plans. A cleanup in the East Gateway area of Des Moines is planned April 19 as part of the Great American Cleanup, and hundreds of volunteers from across Central Iowa will participate.

Thanks To Our...Founding Sponsors

Donald F. Lamberti, Anderson Erickson Dairy, Artistic Waste Services, Inc., Barker Lemar, Casey's General Stores, William J. Fultz, Hy Vee Corporation, Iowa West Foundation, Maytag Family Foundation, Metro Waste Authroity, Prairie Meadows, Principal Financial Group, Robert & Kevin Schlutz (KFC), Taylor-Ball, Waste Management, Inc., Weitz Company Inc., Wells Blue Bunny and the Weyerhaeuser Corp.

SEND US YOUR PROJECT IDEAS... We would like to run stories about your communities beautification and clean-up projects. Please send to us at the above address or e-mail us.