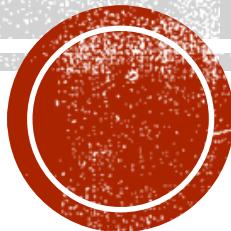


ANTI-LITTERING CAMPAIGN @ LAKE PLEASANT

A partnership with Maricopa County Parks and Recreation
Department and Maricopa County Department of
Transportation



LAKE PLEASANT TRASH

- The trash accumulated at Lake Pleasant over the Summer months is considerable, and a difficult task for the staff and volunteers to tackle
- National Public Lands Day is a nationally recognized Special Day of Service. This day has previously served as an “end of season” volunteer trash clean-up event for Lake Pleasant. With 300+ volunteers on the water and land, they collect hundreds of full bags of trash with items including diapers, plastic bottles, tires, mattresses, rugs, shoes, camping gear, and more
- While NPLD is a wonderful event, it only scratches the surface of the trash issue
- Throughout the year, many other corporate groups, scouts, and other volunteers come out to assist with the trash clean-up efforts





Volunteers



TRASH PREVENTION PLAN

- In brainstorming with the Lake Pleasant maintenance staff, we decided to consider a public education element leading into the busier Summer season
- In addition to encouraging more groups of volunteers to assist during the Summer season, and continuing the tradition of NPLD in September
- Maricopa County Department of Transportation approached the parks department on another possible partnership, involving the Adopt- A- Highway program; to be rolled out in the Fall of 2018
- Through those discussions, they agreed that a preventative approach might help visitors to better understand the impact of trash on the Lake Pleasant experience, environment, and water



MCDOT AND PARKS

MCDOT/WRR

- Purchase and provide orange trash bags for visitors during the 3 busy holiday weekends- Memorial Day, Independence Day, and Labor Day
- Print maps with highlighted locations for visitors
- Develop and print outreach material on reporting roadway hazards and press release
- WRR provides 2 additional trash dumpsters

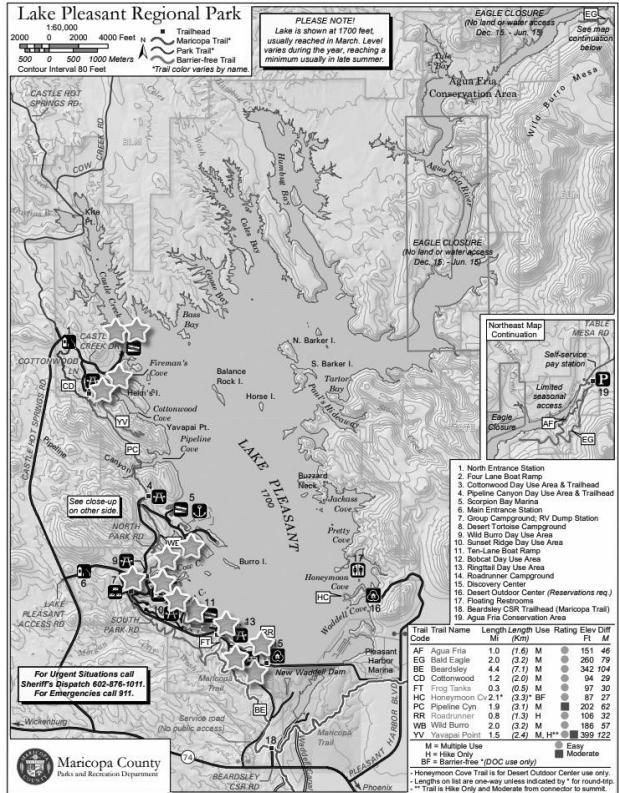
PARKS

- Distribute trash bags and maps to each vehicle upon their entry into the park
- Identify proper locations for added dumpsters
- Hold additional anti-littering focused programs during these holiday weekends
- Contest to encourage visitors to participate through social media with pics of them with orange trash bag at Lake Pleasant



MAP

Trash Dumpster Locations



Educational Element

- Information about Adopt-A-Highway
- Contact information
- Anti-Trash elements in planned ranger lead interpretive programs
- Social Media push encouraging visitors to post pics from the Lake of cleaning up and dumping trash bags

THANKS!

