

Waste Paper

A Quarterly Publication Of Keep Nebraska Beautiful

Summer 2003

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Litter-Free School Zones Program

As students head back to school, many are choosing to keep their school grounds free of litter through Keep Nebraska Beautiful's **Litter-Free School Zone Program**.

In 1999, Keep Nebraska Beautiful started this program to assist students and staff in keeping litter off school yards and parking lots. The program encourages schools to organize weekly campus cleanups and promote school events as litter free. Participating schools receive a **Litter Free School Zone** sign to place on school grounds. The sign acts as a reminder to students and the community that a commitment has been made to keep school property free of unsightly trash.

The success of this program is evidence that Nebraska students and teachers are determined to maintain and improve their schools. In the 2002-03 school year, 74 Nebraska schools were active **Litter Free School Zone** participants. For the 2003-04 school year we will have over 100 schools across the state who are actively involved in keeping their school grounds clean, safe, and beautiful!

The students who participate in the program are learning a valuable, lifelong lesson in environmental stewardship. As one principal reported, the students who became involved with **Litter-Free School Zones** soon began picking up litter on their own without being asked or assigned to the task.

A listing of the participating school can be found on the website at: <www.knb.org/litter_free.html>.

Thanks to the teachers, students and other volunteers who are making a difference in their schools while helping us *Keep Nebraska Beautiful*.

STUDENTS FROM MORSE BLUFF ELEMENTARY



LITTER FREE SCHOOL ZONE RESULTS FOR 2002-2003

NUMBER OF SCHOOL CLEANUPS	247
BAGS OF TRASH COLLECTED	532
STUDENTS INVOLVED	8698
TEACHERS INVOLVED	615
TOTAL VOLUNTEERS INVOLVED	9499
LITTER-FREE EVENTS SPONSORED	60

If your school would like to participate in the Litter Free School Zone Program, you can download an application from our website at www.knb.org. Then just fax (402-486-4563) or mail the application back to Keep Nebraska Beautiful.

**KEEP AMERICA BEAUTIFUL
NEBRASKA AFFILIATES**

KEEP ALLIANCE BEAUTIFUL
(308) 762-1729

KEEP BEATRICE BEAUTIFUL
(402) 228-4576

KEEP BROKEN BOW BEAUTIFUL
(308) 872-5691

KEEP CHADRON BEAUTIFUL
(308) 432-3805

KEEP COLUMBUS BEAUTIFUL
(402) 562-6226

KEEP CREIGHTON BEAUTIFUL
(402) 358-3720

KEEP FREMONT BEAUTIFUL
(402) 727-2808

GRAND ISLAND AREA CLEAN COMMUNITY SYSTEM
(308) 385-5095

KEEP KEITH COUNTY BEAUTIFUL
(308) 284-4066

KEEP KIMBALL BEAUTIFUL
(308) 235-3472

KEEP LEXINGTON BEAUTIFUL
(308) 324-7986

KEEP LINCOLN & LANCASTER COUNTY BEAUTIFUL
(402) 441-8035

KEEP NORFOLK BEAUTIFUL
(402) 379-3260

KEEP NORTH PLATTE/LINCOLN COUNTY
BEAUTIFUL
(308) 534-8100

KEEP NORTHEAST NEBRASKA BEAUTIFUL
(712) 582-4682

KEEP OMAHA BEAUTIFUL
(402) 444-7774

KEEP SCHUYLER BEAUTIFUL
(402) 352-3101

KEEP SCOTTSBLUFF/GERING BEAUTIFUL
(308) 632-4649

KEEP SHERIDAN COUNTY BEAUTIFUL
(308) 327-2221

KEEP SIDNEY BEAUTIFUL
(308) 254-5383

KEEP NEBRASKA BEAUTIFUL
3201 Pioneers Blvd., Suite 306
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402-486-4562 ♦ Fax: 486-4563
Website: <http://www.knb.org>
Email: jpolson@knb.org

Executive Director's Comments

Great Accomplishments in Nebraska

Each year at this time, the 20 Keep America Beautiful (KAB) local affiliates across Nebraska prepare an annual report which summarizes their efforts during the past year. The accomplishments of these dedicated groups of directors, board members, and volunteers are both remarkable and commendable. The following is a summary of their efforts for the past year:

# of cleanups:	1,860
# of cleanup volunteers	16,615
# of Litter-Free events	153
# of graffiti sites cleaned	16
# sites beautified	107
Total of all volunteers	29,993
# classroom presentations	391
# students in attendance	16,515
# youth presentations	30
# students in attendance	1,261
# community presentations	207
# adults reached	56,987
Value of in-kind donations	\$4,029,067

For every government dollar spent by affiliate programs, \$12.84 is returned to the community via in-kind goods and services.

Each year, the KAB affiliates are required to conduct a Litter Index which is a measurement of the litter throughout their community or county. The litter is measured on a scale of 1 (little or no litter) to 4 (heavily littered). The overall average of the past year's Litter Index is 1.66 -- meaning the litter in our state is somewhere between little or no litter and slightly littered. While the goal is to make our state litter-free, we are certainly headed in that direction. If you travel to other parts of the country, you soon realize that we really do have a clean and beautiful state. I believe the reason is the pride Nebraskans have in their state, including their environment. Can we do a better job of keeping Nebraska beautiful? Wouldn't it be wonderful to see no litter within our Nebraska borders? With everyone's help, we can be litter-free!

Keep Nebraska Beautiful Seventh Annual Charity Golf Tournament Woodland Hills Golf Course

Friday, September 19, 2003



Get your foursome lined up for a great day of golf, food, fun and prizes!! For more information, visit our website at <www.knb.org>, contact Jane at 402-486-4562 or email us at <golf@knb.org>.

Graffiti Prevention: Tips for Businesses

How does graffiti hurt?

Graffiti contributes to reduced retail sales, a decline in property values, and citizen fear. A business littered with graffiti is less likely to be patronized. Citizens feel less safe and secure entering a storefront where graffiti is present.

How can a business prevent graffiti?

1. Ongoing upkeep - Make every effort to keep the appearance of a facility clean and neat. According to the Los Angeles Police Department, an exterior appearance that suggests apathy and neglect attracts vandals. Littered parking lots, graffiti, broken fences, overgrown landscaping, and poor lighting all send a message to vandals that business owners are not attentive or do not care about the business.
2. Rapid removal - Rapid and continual removal of graffiti is the best way for businesses and commercial property owners to protect the image of their street and preserve customers' sense of security. Studies show that removal within 24 to 48 hours results in a nearly zero rate of reoccurrence.
3. Control access
 - Incorporate shrubs, thorny plants, and vines to restrict vandal access;
 - Add or improve lighting around the building to promote natural surveillance
 - Use fences, controlled entrance and exits, rails, and other barriers that discourage through traffic
 - Limit access to roofs by moving dumpsters away from walls and covering drainpipes to prevent vandals from scaling them
4. Step up security
 - Install some type of security camera; organize a "Business Watch" with nearby merchants to keep tabs on a business area. Businesses may want to employ security personnel to monitor property.
 - Don't allow a "legal wall", or an area that permits graffiti, at your business. They are largely ineffective and may draw more graffiti vandals to that area.
 - Employ graffiti resistant materials or coatings on a chronically hit wall.
5. Work with the community
 - Mount a community mural on a chronically hit wall.
 - Print graffiti prevention messages on bags, sales flyers, tray liners, book covers, calendars, and other promotional items.
 - Work with other merchants to organize and contribute to a "paint bank." Paints, rollers, brushes, and other equipment from the bank are "borrowed" as needed. Ensure safe and environmentally appropriate storage of paint. Consider a fire station to house the paint bank.
 - Refrain from using graffiti images in ads or promoting graffiti in any way.

How should graffiti be removed?

To select the appropriate method for graffiti removal, consider the surface, access, costs, and any local restrictions. Municipal governments often have removal and restoration guidelines for graffiti cleanup. Removal methods may include:

- Paint out - on painted surfaces, painting over graffiti is a low-cost removal method. Be sure to color match the paint to the surface. A patchwork of paint or a large block of different color paint is an ideal canvas and will invite more graffiti.
- Chemical removal - this method employs some type of solvent to remove graffiti.
- Power washing - this removes graffiti by applying water, usually hot, under pressure. Power washing may also be used after applying a paint solvent to the graffiti area. An abrasive, such as baking soda or fine sand, may also be added to the water to remove a thin layer of the surface, and with it, the graffiti.

Resources

For community-based graffiti prevention resources, tap in to Graffiti Hurts at <www.graffitihurts.org> or contact a KAB affiliate. To prevent theft and illegal purchase of graffiti tools through responsible retailing, visit the National Council to Prevent Delinquency at <www.antigraffiti.org>.



Another Successful Great American Cleanup™

Nebraska Results

The Great American Cleanup™ had another successful year in Nebraska! Results are in and they represent the many volunteer efforts made to help beautify our state. Cleanups were conducted from Chadron to Falls City and everywhere in between. In total:

- ◆ 140 communities participated
- ◆ 500 events were held
- ◆ 11,317 volunteers spent 43,3251 hours of their time on the events in their communities
- ◆ 2,266,930 pounds of litter were collected
- ◆ 876 trees were planted
- ◆ 5,409 flowers were planted
- ◆ 202 education workshops were held with 11,790 people in attendance
- ◆ 9,845 pounds of clothing was collected for reuse



If your community was not involved in the Great American Cleanup™ this year, there is an opportunity waiting for you next spring to join in the effort to Keep Nebraska Beautiful. If you would like to receive information regarding the Great American Cleanup™, contact our office for more information or check out our website at www.knb.org.

Spotlight on Nebraska Communities

Communities large and small held cleanup and beautification events in conjunction with the Great American Cleanup™ this past spring. These are just a few of the community efforts.

Mayor Pat Kenner in Hebron had a creative approach to get citizens involved in a city-wide cleanup. Mayor Kenner declared a **"CODE GREEN"** before high school graduation and Memorial Day weekend, asking the community to clean up Hebron before the arrival of many visitors. Hebron's 1st Impressions Committee encouraged neighbors to help each other make their area of town clean and tidy. A CODE GREEN ALERT issued by the mayor outlined suggestions to make a great "1st Impression" on visitors. One of the committee members said a young girl found a twenty-dollar bill during the cleanup and thought this might help encourage more people to volunteer next year...

Oakland was also spurred to action by the Great American Cleanup™. The solid waste coordinator for the city, Jerri Case, said the "Liberty Garden" project the Oakland Garden Club took on "turned into more of a success than we imagined it would." There was an empty spot in the local park where a memorial once stood. The Garden Club decided to put a "Liberty Garden" in the bare spot. They enlisted the help of many groups including the high school shop class who built planters for the garden. City workers and the local flower shop also helped with the project. Jerri said the Great American Cleanup™ provided a "jumpstart" for their project. "Without that little push we may not have even thought of doing a park cleanup and we certainly wouldn't have done a garden."

The community of Minden has not had a landfill for eight years. They teamed up with three other communities in Kearney County and held a cleanup that brought in 66.29 tons of garbage. The trash was hauled off in twenty-six 20-yard dumpsters. One of the coordinators of the event, Dena Beck, said, "I don't think anyone would have guessed the amount of trash, which tells me we really needed this."

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Like other small towns, Auburn is struggling to improve its appearance and attract business while facing tight budgets and declining population. Its leaders say teenagers' volunteer efforts make a noticeable difference and show that kids do have civic pride. One group showing that pride is the Teen Clean Gang. The Teen Clean Gang not only picked up litter during the spring, they have continued to keep their community free of litter throughout the rest of the year. A letter to the editor of their local newspaper shared, "My heart is overflowing, and I want to share my joy! During the weekend of August 23-24, 15 young people (and one old lady) covered Legion Park to make sure it was ready for the Folk Festival and to pick up afterwards. The park was in good shape in no time, so we moved on to Crestview up and down the highway. The volunteers were recognized by many who drove by and honked. We interpreted the noise as "thank you." On Sunday the young people moved from the Legion Park to the Fairgrounds, Legion baseball field, and Rotary Island. It was extremely hot both days, but no one complained. The "Gang" provides a "bridge" between the school and the community. We are a part of the Keep Nebraska Beautiful Litter-Free School Zone Program and also a part of the Community Betterment Committee, a joint project of the Chamber of Commerce and the City."

The village of Maskell also held their cleanup event this spring. They were able to have a 42-yard dumpster available for residents to dump their collected garbage. Many of the 50+ people who reside in the village came out to lend a hand for the cleanup effort. Together, they brought in over 7,000 lbs. of garbage.

The Wauneta Chamber of Commerce teamed up with the students and teachers at Wauneta-Palisade school to spruce up their town. One-hundred and seventy-five students and teachers cleaned up 20 miles in and around the community. Businesses and property owners were also encouraged to take extra effort to spruce up the appearance of their property.

If your community would like to be part of the Great American Cleanup™ in the spring of 2004, please contact our office by phone (402-486-4562) or email us at <info@knb.org>. Through the generous donations of the Keep America Beautiful event sponsors, trash bags, posters and banners are provided free-of-charge to community participants. You can also visit our website at www.knb.org for more information. Together, we really can make a difference and Keep Nebraska Beautiful!



Children and adults volunteer for Maskell's cleanup effort.

Liberty Garden Projects

Keep America Beautiful began the "Liberty Garden" project to commemorate those who lost their lives in the events of 9/11. The project encourages organizations, businesses, and communities to plant red, white, and blue flowers to memorialize that tragic day. Many communities embraced the project as part of the Great American Cleanup™, giving a deeper meaning to their beautification efforts.

The response has been overwhelming. This spring, red, white and blue gardens were planted in parks, on hospital grounds, and in containers on main streets all across Nebraska. Thanks to all who have made Liberty Gardens a beautiful and meaningful program in their communities.

Nebraska Used Oil Collection Program

In 1994, state law banned used oil from Nebraska landfills. With the ban in effect and limited options for used oil disposal, the potential for environmental damage from improper disposal dramatically increased. Oil poured down drains or dumped on the ground can contaminate precious groundwater, surface water and soil.

In response, Keep Nebraska Beautiful put together a Leadership Management Team to devise a workable used oil collection plan for Nebraska. Once the plan was in place, county and city officials were contacted to host the sites. A grant was written to purchase the collection equipment and needed funds were received from the Nebraska Department of Environmental Quality (DEQ).

The Used Oil Collection Program began in 2000 with twelve "test" locations for used oil collection. Presently, forty-three cities and counties across the state are operating collection sites with 14 additional sites scheduled to open for collection next Spring. They have collected nearly 60,000 gallons of used oil this spring and summer.

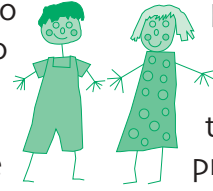
In addition to the environmental risk of improper disposal, oil is a valuable, nonrenewable resource that should not be wasted. The collected used oil can be re-refined as motor oil, used in asphalt production or as a raw material in petroleum-based products.

The Used Oil Collection Program is a unique partnership between Keep Nebraska Beautiful and local governmental agencies. While KNB assists all collection sites, each community or county manages their own facility.

Any city, county, or solid waste agency interested in setting up a used oil collection site or for information about a site near you, contact Program Manager Allen Grell at 402-486-4622. For additional information about the Nebraska Used Oil Collection Program or to view a list of collection sites, visit our website at www.knb.org or email us at info@knb.org.

KNB Staff Educates Young Nebraskans

Education is an important component of every Keep Nebraska Beautiful Program. This spring and summer, KNB staff members traveled around the state to participate in events designed to educate Nebraska's youth about a variety of environmental topics. These are some of the programs in which staffers have recently participated.



◆ The annual **Groundwater Festival** in Grand Island was held in March and was hosted by The Groundwater Foundation. About 3,000 Nebraska 4th, 5th and 6th grade students attended. KNB Staff led a "Lingo Bingo" activity, a game designed to introduce children to recycling and the different items made from recycled materials.

◆ Also in March, the **Earth Wellness Festival** held in Lincoln is an annual event featuring dozens of environmentally related activities. KNB staff had the opportunity to lead an activity and speak with many of the 5th grade students from Lancaster County about not littering, and the need to reuse, recycle and buy recycled.

◆ In April, two staff members traveled to Fremont to the **Kid's Eco Fair**. They demonstrated making recycled paper to several hundred young students.

◆ The **Folsom Children's Zoo** in Lincoln has hosted two environmental education events recently for Lincoln young people. In August, Executive Director Jane Polson played "Recycling Roulette" with 1,500 youngsters. This fun, interactive game allows children to match a recycled product with the material from which it was made thus learning more about why we recycle.



Keep Nebraska Beautiful Members

Bold text indicates new or recently renewed members

SUSTAINING CORPORATE - (\$1000+)

Nebraska Soft Drink Association.....Lincoln
New Belgium Brewing Co., Inc.....Fort Collins, CO
Kiewit Companies Foundation.....Omaha

SPONSORING CORPORATE (\$500-999)

Baldwin Filters.....Kearney
Coors Brewing Company.....Golden, CO
Northern Natural Gas.....Omaha
Novartis Consumer Health, Inc.....Lincoln
Omaha Public Power District.....Omaha
Omaha World-Herald.....Omaha
Weyerhaeuser.....Omaha

SUPPORTING CORPORATE (\$100-499)

Abe's Trash Service.....Omaha
Aquila.....Lincoln
Ash Grove Cement Company.....Louisville
Beatrice Scrap Processing Inc.....Beatrice
Bryan LGH Medical Center.....Lincoln
Chief Industries.....Grand Island
Clean Harbors Environmental Services, Inc.....Kimball
Davidson Insurance Agency, Inc.....Lincoln
Dempster Industries, Inc.....Beatrice
Duncan Aviation.....Lincoln
Firstar Fiber.....Omaha
Firth Energy/Firth Cooperative Co.....Firth
Flowerserve Corp.....Hastings
Great Plains Packaging.....Hastings
ITW Hi-ConeItasca, IL
Elizabeth Ann Kernes Krause.....Julian
McDonalds of Alliance.....Alliance
Midland Recycling Lincoln.....Lincoln
Molex, Inc.....Lincoln
National Paper Co.....Omaha
Nebraska Beer Wholesalers Assn.....Lincoln
Nebraska Public Power District.....Columbus
Nebraska Rural Electric Assn.....Lincoln
Novartis Consumer Health, Inc.....Lincoln
Nucor SteelNorfolk
O'Hara, Lindsay & Associates.....Lincoln
Olsson Associates.....Lincoln
Pepsi-Cola Bottling Co. of Hastings, Inc.....Hastings
The Pepsi Bottling Group of Omaha.....Omaha
Perrett Environmental Management.....Valentine
Peter Kiewit Sons', Inc.....Omaha
Pfizer, Inc.....Lincoln
QC Supply.....Schuyler
Southeast Nebraska Regional Recycling.....Nebraska City
Sherman County Bank.....Loup City
Solid Waste Agency of Northwest Nebraska.....Chadron
Speece-Lewis Engineers.....Lincoln
Tenneco Automotive.....Cozad
TMCO Inc.....Lincoln
URS Corporation.....Omaha

Kevin Warneke.....Omaha
Wis-Pak.....Watertown, WI

COMMUNITY/COUNTY-5000+ POPULATION

City of Lincoln Public Works & Utilities.....Lincoln
City of North Platte.....North Platte
City of South Sioux City.....South Sioux City

SUPPORTING COMMUNITY (UNDER 5000)

City of Alma.....Alma
City of Auburn.....Auburn
Village of Belden.....Belden
City of Benkelman.....Benkelman
City of Creighton/Keep Creighton Beautiful.....Creighton
City of Long Pine.....Long Pine
City of Minden.....Minden
City of Neligh.....Neligh
City of Red Cloud.....Red Cloud
Village of Wolbach.....Wolbach

NON PROFIT/CIVIC ORG./SCHOOLS/OTHER CORP.

A Plus Insurance Services (George Acker).....Ogallala
Abate of Nebraska, Inc.....Lincoln
Beatrice Board of Public Works.....Beatrice
Doane College.....Crete
Folsom Children's Zoo & Botanical Gardens.....Lincoln
Gage County Agriculture Society.....Beatrice
GFWC/NFWS Sower Club.....Schuyler
Grand Island Area Clean Comm. System.....Grand Island
The Groundwater Foundation.....Lincoln
Heartland Community Schools.....Henderson
Hebron 1st Impressions Committee.....Hebron
Holmes Elementary School.....Lincoln
Immanuel Lutheran School.....Columbus
Keep Alliance Beautiful.....Alliance
Keep Beatrice Beautiful.....Beatrice
Keep Kimball Beautiful.....Kimball
Keep North Platte/Lincoln Co. Beautiful.....No. Platte
Keep Omaha Beautiful.....Omaha
Keep Scottsbluff-Gering Beautiful.....Scottsbluff
Lower Loup NRD.....Ord
Lower Platte North NRDWahoo
Martin Luther Homes of Nebraska.....York
Meyer, Inc.....South Sioux City
Nebraska Association of Resources Districts.....Lincoln
Nebraska Press Association.....Lincoln
Nebraska Safety Council.....Lincoln
NIOGA.....Kimball
NMPP Energy.....Lincoln
North Platte Catholic Schools.....North Platte
Ogallala/Keith Co. Chamber of Commerce.....Ogallala
South Platte NRD.....Sidney
Southeast Community College.....Lincoln
Southwest Nebraska RC&D.....Cambridge

Washington County Recycling Assn.....Washington
Wastecap of Lincoln.....Lincoln
Wider Omaha Lutheran School Assn.....Omaha

INDIVIDUAL & FAMILY MEMBERS

Larry & Sue Andersen.....Kearney
Rod & Robin Bates.....Lincoln
Joe Baxter.....South Sioux City
Roger & Linda Behrns.....Louisville
Nadine Blair.....Omaha
Matt Boerkircher.....Kearney
Frosty Critchfield.....Lincoln
Cheryl & Larry Dahl.....Lincoln
Mike Davis.....Chappell
David C. Dow.....Omaha
Marilyn & Dick Elder Family.....Richmond, VA
George & Barbara Frye.....Lincoln
Dennis & Lynn Grams.....Lincoln
Jim Goeke Family.....North Platte
Linda & Allen Grell.....Beatrice
Bob Hemphill.....Des Moines, IA
John & Deb Hendry.....Lincoln
Rod & Deb Horn & Family.....Sidney
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John Kinter.....Columbus
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Harry Richardson.....Broken Bow
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Mike & Lorrie Schrad.....Omaha
Ken Shea.....Lincoln
Jim & Sue Smith.....Clark Lake, MI
Merlyn & Caroline Stadler.....Axtell
Mark Stephens.....Ft. Calhoun
David & Dorothy SternOmaha
Don & Cynthia Thies.....Lewellen
Martha Thomas & Family.....Wymore
Dick Varner.....Omaha
Jeff Waszgis.....Crete
James D. Whitaker.....North Platte
Hugh Wilkins Family.....Geneva
Cindy & Chuck Wagner.....Ashland
Ron Wolvin Family.....Ogallala

Do Your Part to Help Keep Nebraska Beautiful! Become A Member Today!

Keep Nebraska Beautiful Membership

Name _____
Co./Org. _____
Mailing Address _____
City/State/ZIP _____
Phone: () _____ Fax: _____

Your paid membership entitles you to several benefits. Please indicate the benefits you would like to receive below. Items not checked will not be sent and that part of your contribution will be used on educational programs.

- A KNB Canvas shopping bag
- Quarterly mailings of the KNB newsletter *WastePaper*
- Quarterly mailings of the exchange newsletter *The Link*
- Information on workshops & conferences

For Sustaining, Sponsoring & Supporting Members Only:

- Corporate member wall plaque (or brass disc for renewals)
- A free copy of Keep America Beautiful's *Waste in The Workplace*

Funding for Keep Nebraska Beautiful is provided by a grant from the Litter Reduction & Recycling Fund and through contributions and memberships from corporations, associations, families, and individuals. We thank NDEQ and our members for their support!

Categories of Membership (check one)

- ___ Individual \$15/yr/ or \$30/3yrs
- ___ Family \$20/yr or \$45/3yrs
- ___ Non-profit/Civic Org./School \$30/yr
- ___ Sr. Citizen/Student \$10/yr
- ___ Community-Pop. under 5,000 \$50/yr
- ___ Community-Pop. over 5,000 \$100/yr
- ___ Chamber of Commerce \$50/yr
- ___ Supporting Member \$100-499/yr
- ___ Sponsoring Member \$500-999/yr
- ___ Sustaining Member \$1000+

Total amount enclosed \$ _____

Send your check and Membership Form to:
Keep Nebraska Beautiful
3201 Pioneers Blvd., Suite 306
Lincoln, NE 68502-5963
(Phone: 402-486-4562 Fax: 486-4563)

Make Checks Payable to: **Keep Nebraska Beautiful**

Keep Nebraska Beautiful is a 501 (c) 3 nonprofit corporation.



**Governor's Council to
Keep Nebraska Beautiful**
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Lincoln, NE 68502-5963