



KEEP TRUCKEE MEADOWS
BEAUTIFUL

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Truckee Meadows Litter Index Reveals Slight Decrease in Cleanliness

Reno, NV – Results from the annual community-wide Litter Index conducted by Keep Truckee Meadows Beautiful volunteers indicate that the overall cleanliness level of the Truckee Meadows is no longer on the upswing.

“Difficult economic times may be contributing to this slight downturn but we continue to focus on prevention and volunteer cleanup efforts,” stated Christi Cakiroglu, Executive Director of Keep Truckee Meadows Beautiful, a nongovernmental nonprofit dedicated to creating a cleaner, more beautiful region. Keep Truckee Meadows Beautiful reminds residents that keeping the area clean is a community effort and there are every day things that can be done including keeping trash can lids firmly closed, making sure not to leave trash in the back of pickup trucks, and reporting illegal dumping by calling the Washoe County Sheriff’s Office hotline at 329-DUMP.

To conduct the Litter Index the entire Truckee Meadows, stretching from Cold Springs to Galena and Sparks to Verdi, was divided into 25 different areas and broken into three categories including neighborhoods, freeways and open space areas. The Litter Index is conducted by volunteer teams who rank areas of town on a cleanliness scale of one to four. Keep America Beautiful guidelines signify that a “one” means “virtually no litter can be observed,” while a designation of “four” indicates that “major illegal dumpsites are present, requiring equipment or extra manpower for removal.”

When compared with last year’s results eighteen of these areas were found to be dirtier, five areas were cleaner, and two areas remained the same. Neighborhoods received an average rating of 1.6, open space areas averaged a rating of 1.8, and the highway/freeway areas averaged a rating of 1.7. Overall community cleanliness decreased from 1.4 to an average of 1.7. The results of individual ratings are below.

The Litter Index is a national initiative of Keep America Beautiful that provides a starting point for the litter prevention process. Keep Truckee Meadows Beautiful is an affiliate of Keep America Beautiful and is dedicated to creating a cleaner, more beautiful region through education and active community involvement. To find out more about how you can help keep the Truckee Meadows beautiful, call 851-5185 or visit www.ktmb.org.

Truckee Meadows 2009 Litter Index Results

RESULTS	2001	2003	2004	2005	2006	2007	2008	2009
Neighborhoods								
Southeast CAB	2.4	1.7	1.3	1.7	1.1	1.2	1.0	1.1
Southeast Reno NAB	3.8	1.8	2.0	1.6	1.2	1.1	1.0	1.1
Northwest Reno NAB	2.4	1.2	1.7	1.2	1.1	1.0	1.2	2.0
West University NAB	2.7	1.2	1.9	1.5	1.7	1.9	1.7	1.7
Southwest CAB	1.4	1.7	1.3	1.5	1.2	1.4	1.1	1.3
Galena	1.7	2.0	1.3	1.6	1.5	1.9	1.2	1.6
Ward 1, Downtown Reno	1.3	1.7	1.4	1.4	1.7	1.5	1.3	1.5
W. Truckee Meadows CAB	1.1	1.2	1.4	1.3	1.1	1.1	1.3	1.2
Ward 2, Central Reno	1.7	1.5	2.0	1.4	1.4	1.8	1.0	1.5
Northeast Reno NAB	2.9	2.3	2.3	2.4	2.1	1.1	1.6	1.8
Spanish Springs	3.8	1.4	1.4	1.3	1.3	1.0	1.0	1.8
Sparks	2.8	1.6	1.4	1.6	1.8	1.3	1.2	1.7
Sun Valley	3.8	1.8	2.1	1.6	2.1	1.7	1.9	1.4
North Valleys	3.0	1.3	1.4	1.8	1.4	1.4	1.2	2.5
Cold Springs	x	x	x	x	1.2	2.1	1.1	1.4
Subtotal	2.4	1.6	1.6	1.6	1.5	1.4	1.3	1.6
Open Spaces								
Pyramid Way	x	x	x	x	4.0	1.0	1.0	2.3
Golden Valley	x	x	x	x	4.0	4.0	1.0	2.5
Hidden Valley	x	x	x	x	4.0	4.0	1.5	1.0
Horizon Hills	x	x	x	x	4.0	3.0	1.0	2.0
Keystone Canyon	x	x	x	x	4.0	1.3	1.0	1.3
Subtotal					4.0	2.7	1.1	1.8
Freeways								
395 South	x	x	x	x	x	1.0	1.0	1.0
395 Central	x	x	x	x	x	1.7	2.0	1.7
395 North	x	x	x	x	x	2.0	1.6	2.0
I-80 East	x	x	x	x	x	2.0	2.0	1.0
I-80 West	x	x	x	x	x	2.0	2.0	3.0
Subtotal						1.7	1.7	1.7
OVERALL SCORE						1.9	1.4	1.7

WHAT THE NUMBERS MEAN:

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| 1 | No Litter | Virtually no litter can be observed. |
| 2 | Slightly Littered | Upon careful inspection, a small amount of litter is obvious. |
| 3 | Littered | Visible litter can readily be seen throughout the area, likely requiring an organized cleanup. |
| 4 | Extremely Littered | Major illegal dumpsites are present, requiring equipment or extra manpower for removal. |

Keep Truckee Meadows Beautiful (KTMB) is a non-governmental nonprofit dedicated to creating a cleaner, more beautiful region through education and active community involvement.

KTMB is supported by individual and community contributions.