



KEEP TRUCKEE MEADOWS
BEAUTIFUL

For Immediate Release

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Keep Truckee Meadows Beautiful

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Overall Cleanliness Level Needs Improvement

Reno, NV – Results from the annual community-wide Litter Index conducted by Keep Truckee Meadows Beautiful (KTMB) volunteers indicate that while the overall cleanliness of the Truckee Meadows and its surrounding areas has slightly decreased although neighborhood areas continue to get cleaner. “We wanted to get a better snapshot of how our community looks as whole which is why we chose to include new Open Space and Freeway subareas,” reports Christi Cakiroglu, Executive Director of Keep Truckee Meadows Beautiful. These additions did lessen the overall cleanliness of the Truckee Meadows, but by including them, KTMB will be better equipped when allocating volunteer resources within the Truckee Meadows for neighborhood and open space cleanups during the year. And by assessing the highways/freeways, KTMB will be able to aid the Nevada Department of Transportation in determining which stretches of highway are in most need of attention.

To conduct the Litter Index, the entire Truckee Meadows stretching from Cold Springs to Galena and Sparks to Verdi is divided into fifteen different areas. When compared with last year’s results seven of these areas were found to be cleaner, six areas were dirtier, and two areas remained the same. This year, five open space areas and five freeway/highway areas were added to the Litter Index. The open space areas averaged a rating of 2.7, and the highway/freeway areas averaged a rating of 1.7. For individual ratings, see the table below. Neighborhood areas were cleaner overall for a second straight year.

The Litter Index is a national initiative of Keep America Beautiful that provides a starting point for the litter prevention process. 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 “1” means “virtually no litter can be observed,” while a designation of “4” indicates that “major illegal dumpsites are present, requiring equipment or extra manpower for removal.” The results of individual neighborhood cleanliness rankings follow. 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 Litter Index Results

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

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. |

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