



## KEEP TRUCKEE MEADOWS BEAUTIFUL

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### **Truckee Meadows Maintains High Cleanliness Average**

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 remains high. “Over almost every ridge around the Truckee Meadows is an illegal dump site” stated Christi Cakiroglu, Executive Director of Keep Truckee Meadows Beautiful, “although I am very encouraged by the results for our neighborhood areas.”

“These results are a credit to the thousands of committed volunteers who are passionate about making the Truckee Meadows America’s cleanest community.” Cakiroglu cautioned that although the overall cleanliness rating remains relatively high and the results show that our open space areas are getting cleaner, there is still a lot of work to be done in the hills. “We continue to encourage residents to take advantage of the Washoe County Sheriff’s Office 329-DUMP Hotline or 334-COPS if you see illegal dumping in progress, keep trash can lids firmly closed, and don’t leave trash in the back of truck beds.”

To conduct the Litter Index the entire Truckee Meadows, stretching from Cold Springs to Galena and Sparks to Verdi is 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 eight areas were found to be more littered, fourteen areas were cleaner, and three areas remained the same. Neighborhoods received an average rating of 1.4, open space access areas surveyed averaged a rating of 1.2, and the highway/freeway areas averaged a rating of 1.2. Overall community cleanliness increased from 1.5 to an average of 1.4. 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 private, nonprofit 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](http://www.ktmb.org).

## Truckee Meadows 2011 Litter Index Results

<b>RESULTS</b>	<b>2001</b>	<b>2006</b>	<b>2010</b>	<b>2011</b>
<b>Neighborhoods</b>				
Southeast CAB	2.4	1.1	1.0	1.1
Southeast Reno NAB	3.8	1.2	1.3	1.2
Northwest Reno NAB	2.4	1.1	1.1	1.4
West University NAB	2.7	1.7	1.2	1.1
Southwest CAB	1.4	1.2	1.3	1.2
Galena	1.7	1.5	1.2	1.2
Ward 1, Downtown Reno	1.3	1.7	1.0	1.1
W. Truckee Meadows CAB	1.1	1.1	1.1	1.3
Ward 2, Central Reno	1.7	1.4	1.0	1.3
Northeast Reno NAB	2.9	2.1	1.3	1.9
Spanish Springs	3.8	1.3	2.0	1.1
Sparks	2.8	1.8	1.6	1.2
Sun Valley	3.8	2.1	2.5	2.3
North Valleys	3.0	1.4	1.5	1.8
Cold Springs	x	1.2	1.4	1.1
<b>Subtotal</b>	<b>2.4</b>	<b>1.5</b>	<b>1.4</b>	<b>1.4</b>
<b>Open Spaces</b>				
Pyramid Way	x	4.0	2.0	1.0
Golden Valley	x	4.0	1.6	1.0
Hidden Valley	x	4.0	2.0	1.0
Horizon Hills	x	4.0	1.0	2.0
Keystone Canyon	x	4.0	1.0	1.0
<b>Subtotal</b>		<b>4.0</b>	<b>1.5</b>	<b>1.2</b>
<b>Freeways</b>				
395 South	x	x	1.0	1.0
395 Central	x	x	1.5	1.0
395 North	x	x	1.5	1.0
I-80 East	x	x	2.0	1.0
I-80 West	x	x	2.0	2.0
<b>Subtotal</b>			<b>1.6</b>	<b>1.2</b>
<b>OVERALL SCORE</b>			<b>1.5</b>	<b>1.4</b>

### WHAT THE NUMBERS MEAN:

- |   |                    |  |
|---|--------------------|--|
| 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.