



“It Just Makes Sense”

Gerald F. Schnepf, Executive Director

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“Your Chance to Help Keep Iowa Beautiful”

Report Littering: 1-888-No Littr (665-4887)

It can be frustrating to pull up behind a vehicle at a stoplight or stop sign and watch the driver dump an ash tray filled with cigarette butts on to the street or to watch someone through a bag of fast food remnants out the window while driving down the road. It is a helpless feeling – you want to do something but there is not anything you can do except get angry.

That is changed – now you can do something about it! A new program started in October where you can now phone in and report littering or illegal dumping that you see taking place. A 1-888-No Littr (665-4887) number has been established in conjunction with Iowa Network Services, the Iowa State Patrol, the Sheriffs and Deputies Association, the Iowa Police Executive Forum and Keep Iowa Beautiful.

When you phone the number you can leave messages in four different topics:

1. Report littering,
2. Report illegal dumping,
3. Find out how you can adopt an area to clean-up and take care of, or
4. How you can help to Keep Iowa Beautiful.

In all cases the prompts ask you for information so that the follow-up can be made. In the case of littering – the information is forwarded to the Iowa State Patrol – if the information contains sufficient detail the individual associated with the licensed vehicle is sent the following letter:

Dear (Registered Owner(s) of Vehicle):

Keep Iowa Beautiful has partnered with Iowa Law Enforcement in efforts to inform citizens like you of the hazards and costs associated with unlawful littering. Recently, a citizen reported seeing litter tossed from a vehicle registered to you, (license number) on (date) near (location). At times, people make mistakes in reporting license plate information. If that is the case, please accept our apology.

Regardless, we ask that you join us in our efforts to Keep Iowa Beautiful. Randomly discarded trash – even the smallest item such as a cigarette butt – endangers our environment, our wildlife, and may even threaten our safety. Picking up litter and debris costs taxpayers like you more than \$13.5 million each year. Our goal is to stop litter.

To help make a difference, we ask Iowans to please prevent litter:

- 1 Teach young people not to litter
- 2 Always dispose of your trash in a proper receptacle
- 3 Carry and use a litter bag in your vehicle
- 4 Never throw anything out your window
- 5 Cover truck beds when transporting trash or other loose items

To further help prevent litter, please accept the enclosed litter bag as a gift that you can utilize in your vehicle for stowing trash and litter. The bag is specially designed to fit over a headrest in your vehicle. Instructions for proper use are printed on the back of the bag.

We appreciate your support in Keeping Iowa Beautiful!

Sincerely,

Robert O. Garrison, Colonel
Chief
Iowa State Patrol
www.iowastatepatrol.org

Gerald F. Schnepf
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Keep Iowa Beautiful
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Chief Michael Klappholz
President
Iowa Police Executive
www.ipef.net

A straight forward, but congenial letter, indicating that someone was watching and someone cares. It allows each of us to do our part in helping to stop littering. Enforcement officers don't often see littering so we can help become their eyes to a more beautiful and clean State by reporting littering when we see it.

In the case of illegal dumping – if the act is taking place you are asked to hang up and phone 911 which will take you directly to the local sheriff's office for action. If it is to report an illegal dump site – detailed information is requested. In this case and in the case of adopting an area or how you can help Keep Iowa Beautiful – you can leave detailed messages that will be acted on or passed on to the appropriate entity for action and follow-up.

Write the number down where it is handy when you are driving or better yet, program it into your cell phone.

Initial level of phone calls from around the State ranges from 25 to 75 per week. The predominant report on littering is the throwing of cigarettes out of the car window – generally they are still lit! In a large percentage of the calls the first time caller leaves a “thanks for doing this” message. A great initial success without much promotion effort.

“Take the time to report the crime” by phoning the number - it will let people know that someone is watching and that we care about keeping our State clean and beautiful. Give it a try and “Take a Stand for Your Land”.

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