

Breakout Session 1: Celebrating July 4th by Reducing Litter Impacts:

Participants:

Jessie Patterson / Cara Hollis / Daniel Cressy / Kayla Alm / Renee Bator

Melanie Conti / Bob Larsen / Noah Shapiro / Dan Segan / Adam Wilson

- Start a coordinated messaging campaign that focuses on positive messages and establishes the norm that “Clean is the Tahoe Way” in mid-June.
 - Messages should be vivid stories that focus on people, not statistics.
 - Flood social media with good news.
 - Don’t fall into the Us vs Them trap of pitting residents against visitors.
 - Show a “future” of bored volunteers that have no litter to pick up.
- Having well branded ambassador volunteers on beaches handing out trash bags and engaging with people and asking them to pass the message on works very well.
- For visitors, have a multi-prong approach to reaching out to them including:
 - Developing a “litter free pledge” that big lodging could send out to people booking during the week of July 4th, and potentially beyond
 - Work with the casinos to develop a system of prizes for people who go out and collect trash and bring it back to be disposed of properly.
- The beaches that are most successful at combatting litter have a combination of 3 things going for them:
 - Infrastructure – the right amount of litter receptacles that are well located.
 - Enforcement – presence of volunteers or authorities to encourage cleaning.
 - Education – signs and personal interactions to set expectations on appropriate behavior.
 - Other factors that have been identified as crucial to reducing litter are controlled parking and bans on alcohol consumption.

Breakout Session 2: Designing a Preventative Action Committee

Participants:	Ryn Muat	Jared Deck
Colin West	Annika Arkle	Melissa Thaw
Madio Wallner	Luisa Ortega	Marilee Movius
Rhiana Jones	Jeffery Lauer	
Craig Christensen	Jeff Cowen	

- PAC formed from Litter Summit Attendees
- Proposed as a subcommittee of the Destination Stewardship Plan
- Revisit 2023 Litter Summit Preventative Action Committee points
- Funding from members projects/programs
- Share funding responsibilities/implementation between members organizations.
- Quarterly meetings with realistic goals

Breakout Session 3: The Future of Recreation, Infrastructure, & Litter

Participants:	Heidi Doyle	Courtney Henderson
Kevin Fromherz	Michael Meyers	Brenden Ferry
Sadye Easler	Mo Loden	Laura Patten
Rob Griffith	Chris Lacasse	Madonna Dunbar
Sara Letton	Cindy Ochoa	Seth Jones

- **Identify hotspot sites and implement an interagency pilot program.**
 - Identify how long people use sites for and study visitor behavior while there.
 - Are they staying for 20 minutes and taking pictures or are they staying all day?
How can site infrastructure be implemented to support how people are really using it?
- Secure funding for “off season” staffing/management so we can deal with the realities of visitation not in the prime summer season.
- **Identify what local, federal, state regulations** are getting in the way? Let’s customize for Tahoe’s needs.
- Develop a map that shows visitors what location is busy.
- Repurpose housing (like dorms) for seasonal employees.
- Develop long-term solutions based on surge capacity needs.