



IVGID Waste Not / TWSA Annual Report 2015

Waste Not is the Incline Village General Improvement District's Conservation Program. Our mission is to empower sustainable living by providing conservation programs and services for our community in the areas of watershed protection, water conservation, recycling, household hazardous waste, living with wildlife and the Tahoe environment. Waste Not is part of IVGID's Public Works Department, it also serves as the home agency for the Tahoe Water Suppliers Association.



IVGID WASTE NOT Environmental Education/Outreach Program

Waste Not staff provides educational materials, interactive activities and technical services to residents and visitors on a year-round basis, as well as at more than 40 Tahoe area special events annually. A list of the events and outreach efforts is included at the end of this report. Our programs are staffed by 4 full-time employees and a pool of valuable volunteers.

In 2015, an estimated 450,000 persons received the Waste Not/TWSA messages via radio, TV, print and web publications, phone and email inquiries, live classes, community forums, custom presentations, site tours and contact at events.

Waste Not's staff produces a large variety of handout materials on our conservation topic. We produce custom brochures, posters, flyers, factsheets, stickers, magnets and buttons, refillable water bottles, reusable grocery bags, dog waste collection supplies and other items. Materials are designed in-house and then outsourced locally for production. In-house design allows us to create custom information at minimal cost.

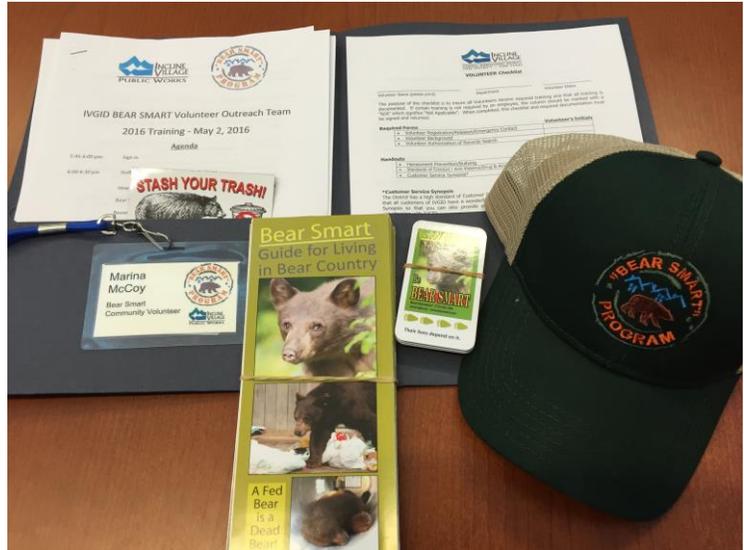
Waste Not uses local print, online resources and social media outlets to promote information, services and events. Facebook pages have been established for IVGID Public Works, Bear Smart Incline Village, Drink Tahoe Tap (Tahoe Water Suppliers Association) and Keep the Sierra Green.

Extensive website information on all topics is available at the following locations:

www.TahoeH2O.org

www.BearSmartInclineVillage.org

www.yourtahoeplace.com/public-works/waste-not



Waste Not provides community environmental education through direct outreach at special events, on site customer services, public forums and presentations, and through interactive activities.

Youth Education and School Programs

Waste Not's youth education program serves our under 21 age community members.

Waste Not staff offers an average of 20 annual educational programs on stream science, recycling and wildlife awareness to students in the Incline Village / North Shore schools (Pre-K to college). In the summer months, lessons are offered at regional youth organization camps.

On-site tours of the IVGID Public Works water and sewer operations, as well as Waste Not's technical services, are offered upon request.

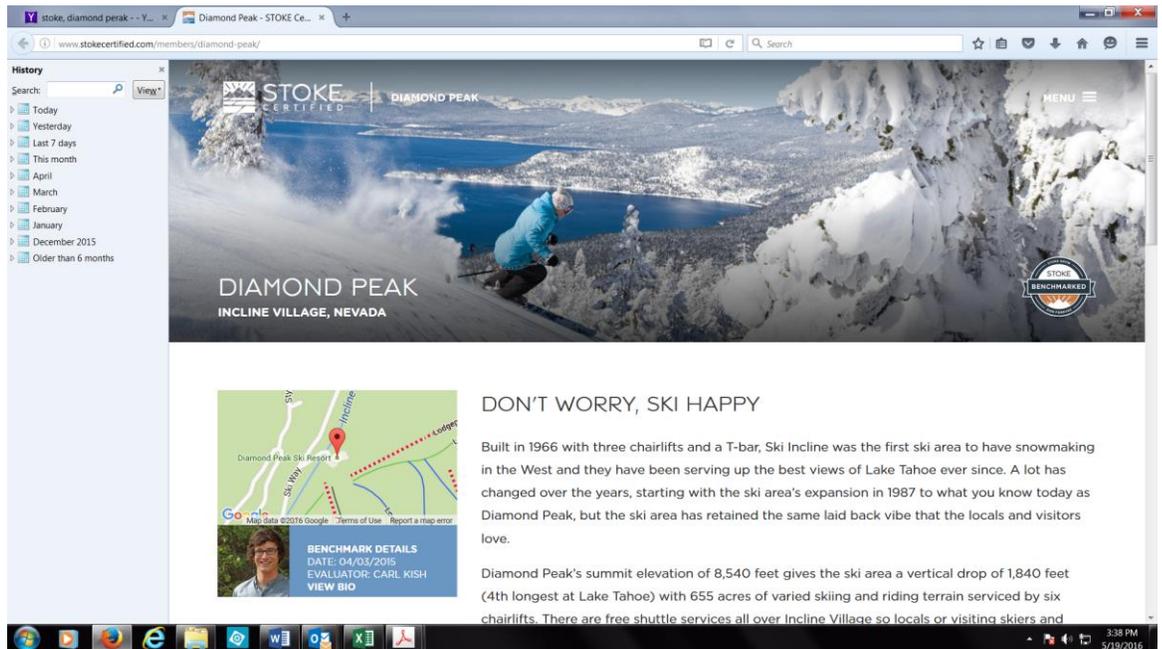
TWSA maintains a scholarship program, awarding one high school seniors from each of the four area schools. A one-time \$500 scholarship based on their interest in environmental sciences or engineering.

Waste Not provides environmental education through our own program offerings and by active partner participation in collaborative events such as: Science Expo, Children's Science Day, Earth Days, Community Clean Up Day, Snapshot Day and other community events.



Waste Reduction and Sustainability Services

Staff assists other IVGID Departments with general and specialized recycling collection for ongoing and seasonal business needs. In fall 2014, Waste Not began researching potential District wide sustainability benchmarking programs and initiatives. This project is expected to continue for the next several years. In 2015, Waste Not Staff worked with Diamond Peak to undergo the STOKE 3rd party sustainability benchmarking system with the goal of sustainability certification by Spring 2017. (STOKE is the Sustainable Tourism Operator's Kit for Evaluation; the world's first sustainability certification program for surf and ski tourism operators. <http://www.stokecertified.com/members/diamond-peak>)



Annually, Waste Not partners with the North Lake Tahoe Fire Protection District to offer a free Christmas Tree Chipping Program. On average, 22 to 25 tons of wood chips were produced from the Christmas Tree Recycling Program. The chips are used by IVGID Parks on District property for erosion control purposes.

Each summer, staff supports the IVGID Parks Department with solid waste /recycling collection during the Red, White and Tahoe Blue (RWTB) Community July 4 Celebrations.

Commercial customers can receive a free solid waste service analysis upon request from Waste Not.

This service allows for increased recycling opportunity for most commercial customers, and often results in a cost savings for the business.



Lake Tahoe “Zero Waste Project”

The Zero Waste Project was a component of Waste Not’s community services. Waste Not ceased staff support for events in 2016. The materials loan program is still active. Community event organizers received planning assistance and the use of collection containers for diverting recyclable and compostable materials at public events. Most participating events achieved at least a 50% reduction in solid waste produced. Several have achieved greater than 90% waste reduction using this community program.

In 2015, Waste Not assisted more than 20 community events in major waste reductions via the Zero Waste Project. These included: the Trail of Treats Pumpkin Carving Event, the Gourmet Ski Tour, North Lake Tahoe’s Earth Day Festival and the RWTB 4th of July Pancake Breakfasts.

An estimated 3 to 4 tons of food waste was processed into soil amendment (compost) annually from this project through a partnership with Full Circle Compost in Minden, NV.

Tahoe Tap Water Stations

In 2014, two portable water stations were built by an AmeriCorps member for use at community events. The units have been in high demand at a variety of events and have effectively reduced bottled water use at a wide range of community events. Two more stations were built in 2016, and the design plans are available for other users online at www.TahoeH2O.org.



Community event planners can reserve free use of the Tahoe Tap mobile water stations or 5 gallon water fill jugs to eliminate their use of bottled water.

Single Stream Recycling Program

Launched in 2008, the single-stream recycling program is the most visible of Waste Not's initial programs. This program has significantly improved customer use of recycling services and yielded increased diversion results. A large variety of recyclable materials can be placed together in a designated blue bag for collection. A season yard waste collection program is also offered annually.

Working towards Washoe County's 35% voluntary diversion goal, Waste Not provides extensive customer outreach in the form of commercial waste audits and coordination with Waste Management regarding customer needs and on-site customer support.



For 6 years the IVGID program was the only single-stream, comprehensive recycling program in Nevada. Perhaps in part due to our success, since 2013 –Reno, NV, Sparks NV, and Las Vegas/Clark County, NV switched their communities to single-stream programs; significantly improving the recycling climate in Nevada.

Waste Not has worked extensively since in 2013 on the development of a solid waste containerization project under consideration by the IVGID Board of Trustees. This project consolidated information on the use of wildlife resistant trash containers and the replacement of the blue bag system with a blue recycling cart. Separate compost collection is not being considered due to wildlife access concerns.

Waste Not produces a multi-page recycling guide for the community. In addition, Waste Not collaborates with Keep Truckee Meadows' Beautiful to include Incline Village/Crystal Bay specific information in the regional recycling guides.



Since 2013, Waste Not has conducted extensive research to support the ongoing community discussions on the potential containerization of all solid waste in the District.

2015 Community Recycling & Diversion Results (Single Stream Program)

<u>Material Type</u>	<u>Weight in U.S. Metric Tons (2000 lbs. per ton)</u>
• Curbside and Drop-Off Municipal Recycling	
Single Stream Recycling	1099
Appliances (White Goods)	12
Scrap Metal	17
Green Waste Recycling	280
Waste Management Inc. Recycling Total	1407
• Supplemental Recycling Programs	
Zero Waste Events	3
Waste Not Household Hazardous Waste Program	27
Waste Not/NLTFPD Christmas Tree Program	25
Waste Not E-Waste Program	41
PW Scrap Metal	8
Golf Green Waste	81
Biosolids Composted (IVGID Wastewater Treatment Plant)	315
IVGID/Public Works/Waste Not Recycling Programs Total	500
Route Collected Trash	5,343
Solid Waste sent to Lockwood Landfill	14,407

So what is our recycling rate? There are several ways to figure the recycling rate:

- **US EPA Standard Recycling Rate:** 2015 = 20.51% / 2014 = 17.80% / 2013 = 14.5%
All recycling (public and private programs) compared to all trash processed through transfer station. National standard calculation method.
- **Route Collection Recycling Rate:** 2015 = 22.96 % / 2014 = 20.74% / 2013 = 16%
All recycling except biosolids compared to route collected only trash.



The District's Single Stream Recycling Program provides for curbside collection of municipal recyclables. Recyclable materials are collected curbside by Waste Management, then processed in Sacramento at Waste Management's materials recovery facility. Trash is sent to Lockwood Landfill in northeastern Nevada. Yard waste recycling is processed at Full Circle Compost in Minden, NV.

Household Hazardous Waste (HHW) &

Electronic Waste (E-Waste) Recycling Program

Waste Not's HHW drop-off collection service accepts common household materials from residential customers such as: batteries, fluorescent light bulbs, solvent and water based paints, cleaners, pesticides and spa chemicals. Electronic waste such as used computers, computer accessories, handheld personal electronics, televisions and small appliances are also accepted.

A full list of accepted materials is available in the IVGID Waste Not Recycling Guide.

Waste Not's site collection programs serves an estimated 2,000 annual customers and diverts 60 to 70 tons of household hazardous waste and electronic waste from the landfill.

The HHW program provides a vital service in the prevention of illegal dumping into the sanitary sewer system and in the community. This is the only "one-stop-drop-off" combined HHW/E-Waste program in Nevada. Reno/Washoe residents need to go to multiple locations to properly dispose of their materials. Materials are removed monthly by certified HHW and E-Waste processors.

In 2014-2015, Waste Not staff and the IVGID Safety Officer coordinated improvements to the District's internal handling of hazardous waste, resulting in the establishment of a centralized collection site, with refined policies and handling protocols.



Green Waste Recycling 2015

Since 2013, Waste Management and Public Works Not have partnered to provide a 12 week curbside recycling collection of mixed yard waste.

The "Recycling Stickers for Green Waste" program allows residential customers

to use special stickers on any color bag to designate yard waste recycling.



Waste Not maintains a household hazardous waste (HHW) collection site at 1220 Sweetwater Road. The "one stop-drop" site is open to District residents every Tues. & Thurs. from 3 to 5 p.m. or by pre-arranged appointment.

In 2015, 13,290 bags of yard waste, estimated at approximately 280 tons of diverted material, were collected curbside. Waste Not coordinates logistics with Waste Management Inc., helping develop outreach materials, placed media ads, attended events to provide information and fielded customer inquiries.

Keep the Sierra Green (KSG) Regional Green Business Recognition Program

Keep the Sierra Green recognizes businesses who have taken extensive steps to reduce solid waste, water and energy use in their daily business operations. Participants must gain points in 5 areas on a comprehensive checklist to be accepted. This collaborative, regional green business recognition program began in 2009. It was open to businesses located along the I-80 corridor between Incline Village, NV and Nevada City, CA. KSG Program sponsors include: Incline Village GID; Town of Truckee; Nevada County, CA; Placer County, CA; North Lake Tahoe Chamber of Commerce; Tahoe Donner Chamber of Commerce and the Sierra Green Building Association. There were 58 businesses in the KSG program region-wide as of year-end 2014. 9 businesses participate from Incline Village/Crystal Bay. The program was archived in 2016 due to loss of staffing at partner agencies. A list of all participating businesses and the program details are posted at: www.KeepTheSierraGreen.org.

Bear Smart Program

Waste Not staff provides education and outreach to residents, visitors and local businesses on general wildlife issues with an emphasis on proper trash storage. Services include: media and outreach, presentations, a bear box rebate program re-established July 2014, on-site assistance with bear box location, repair of wildlife-resistant trash carts and peer community research.

Since 2013/14 there has been Board of Trustee discussion on changes to solid waste services for the community, focusing on potential mandatory wildlife resistant trash containers and recycling containers. Staff conducted extensive research on solid waste handling in comparable mountain communities to support supervisor presentations on the topic.

In Sept. 2014, a Trash Technician position was established to increase compliance with Trash Ordinance 1. The technician conducts daily field inspections, responds to complaints/calls on the Trash Hotline (775-832-1221), issues warnings/violation notices, repairs damaged carts and works with clients towards resolving trash problems.

Staff works closely with Waste Management to make sure defective units are replaced promptly. Units are labeled with "Lock the Dumpster" stickers (bilingual: English/Spanish). Bear Smart information is placed on dumpster enclosures.

There is a bear sighting reporting link and map of bear activity on the IVGID website. Citizens can report bear sightings/problems at: http://ivgid.org/news_events/view/bear_activity. Bear boxes within the District are mapped into IVGID's GIS database. Bear Box placement specifications were standardized with Washoe County, in order to reduce the number of boxes located in the county right of way.

There are approximately 800 bear boxes and approximately 350 Bear Resistant carts in service.



Waste Not's Bear Smart Program provides education on proper solid waste management with a goal to reduce human/bear conflict.

Tahoe Water Suppliers Association (TWSA)

Source Water Protection

“The Mission of the Tahoe Water Suppliers Association is to develop, implement and maintain an effective watershed control program in order to satisfy recommendations in watershed sanitary surveys, advocate for the protection of Lake Tahoe as a viable source of drinking water, and to satisfy additional state and federal requirements.”



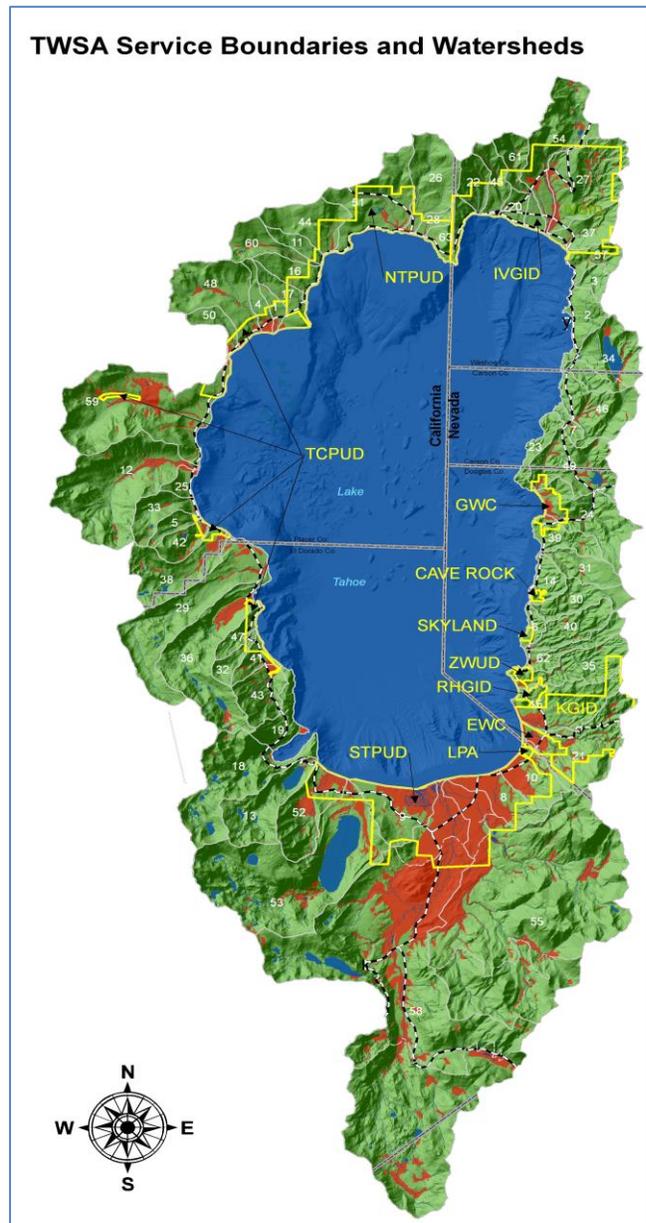
**Tahoe Water
Suppliers
Association**
Protect the Source

Waste Not serves as the home agency for the Tahoe Water Suppliers Association. Staff has provided administrative support for TWSA since 2003. IVGID and 11 other Tahoe water providers comprise TWSA’s membership. Annual funding is derived from a cost share agreement.

The organization was founded to fulfill the regulatory requirement for annual reporting on watershed conditions and source water protection efforts for non-filtration municipal water purveyors at Lake Tahoe. Each December, Waste Not/TWSA staff publishes the 300+ page, *“TWSA Watershed Control Program Annual Report”*. This report is required by the US EPA to support the filtration exemption status of several of the purveyors, including IVGID. The report is an extensive annual record of regional demographics, inventory of watershed characteristics, physical changes and BMP/ EIP improvements in the watershed, summary of scientific research and compilation of the members’ water quality testing and watershed maps. The *“TWSA Watershed Control Program Annual Report”* is submitted annually to the Nevada Division of Environmental Protection—Bureau of Safe Drinking Water and the California Department of Health Services. The most recent and previous reports are posted online at www.TahoeH2O.org. Hardcopies of the report are distributed to personnel of area agencies upon request. The TWSA Watershed Control Program Annual Reports have been published since 2003.

TWSA’s website is hosted at: www.TahoeH2O.org.

TWSA Service Boundaries and Watersheds



TWSA Education/Outreach Program

One of the main focuses of IVGID Waste Not and the TWSA's outreach program is to provide ongoing education to the public about Tahoe watershed protection, Tahoe water quality and the high value of Tahoe tap water. TWSA staff brings the "Protect the Source", "Drink Tahoe Tap", "They Drop It, You Drink It" and other outreach messages through an aggressive events/presentation schedule and the use of other communication methods such as video, radio, web and print media.

Staff conducted outreach with the TWSA "Drink Tahoe Tap" education booth at more than 30 community events in 2015. The booth features an interactive water taste test along with water conservation, watershed protection and tap water awareness information. Some of the events included: Winter Trails Day, the North and South Lake Tahoe Earth Day Festivals, Red White and Tahoe Blue events, Children's Science Day, Chamber Mixers, ski area special events and U.C. Davis education events.

A Waste Not/TWSA partnership with the Rural Community Assistance Corporation (RCAC) facilitates free monthly trainings in the Tahoe area annually on specialty topics for water and wastewater operator continuing education. Workshops are held in North and South Lake Tahoe.

More than 60,000 "Drink Tahoe Tap" stickers have been distributed through local events, visitor centers and partner businesses and agencies since 2008.

In 2015, TWSA trademarked our slogans: DRINK TAHOE TAP and I DRINK TAHOE TAP!

TWSA maintains a loaner program of portable water dispensers and 5 gallon water dispensers available for free to local event planners so that the use of bottled water can be avoided at public events.

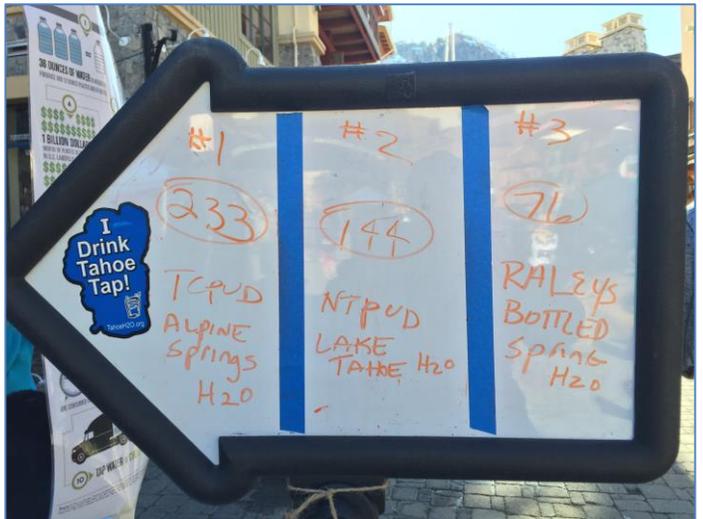
TWSA outreach includes a refillable water bottles distribution program. A minimum of 1,000 and up to 3,000 bottles are given out annually at various events, including the annual Tahoe Summit.

TWSA's consumer messaging supports protection of the Tahoe watershed and appreciation of Tahoe's excellent tap water.



“Drink Tahoe Tap” Taste Test:

TWSA staff provides a ‘blind ‘taste test’ at local events, which has proven to be a popular activity with the public. Informally compiled results from the taste test illustrate that local tap water is being selected as the ‘tastier’ water a majority of times, over bottled water. Staff serves the water in 3 unmarked, BPA free dispensers, with participants tasting out of a 2 oz. compostable plastic (PLA) cup.



“They Drop It, You Drink It” Dog Waste Clean-Up Campaign:

Information on the effects of dog waste on water quality is presented via an interactive pledge campaign. Individuals receive a free custom dog waste bag dispenser when they pledge to pick up after their dog. Volunteers to monitor the TWSA dog waste stations are also being collected during this campaign. More than 1,600 pledges have been collected to date.

The dog waste station sponsorship program began in 2009, with TWSA sponsoring the installation of 2 dog waste stations at Burke Creek, as part of a local Eagle Scout project. In spring 2010, the TWSA Board committed additional funds to annually sponsor 10 dog waste stations and biodegradable waste collection bags. These stations are being placed in high impact areas and monitored by volunteer or partner agency staff. As of January 2016, 53 sponsored stations were in use around Lake Tahoe.



TWSA’s dog waste awareness campaign includes sponsorship of dog waste stations and a custom waste bag holder given out as part of a written pledge to pick up dog waste.

TWSA Advertising Program

Ads with information on source water protection, water quality and water conservation are put in the “Tahoe Summer” supplements, “Tahoe Winter” supplements, SnowFest supplement and other area publications.

Radio PSAs and Tahoe TV spots are also produced and broadcast on local media outlets. Media is provided in hotel rooms and distributed at shopping centers, visitor centers and businesses.

Take Care Campaign Graphics

In 2015/16, the TWSA sponsored specific DRINK TAHOE TAP design work, as part of the larger regional TAKE CARE campaign launched in 2015.

Several videos are posted on line at YouTube:

Drink Tahoe Tap” PSA for Lake Tahoe:

https://www.youtube.com/watch?feature=player_embedded&v=KsvWwqgzA0c .

“Drink Tahoe Tap”:

<http://www.youtube.com/watch?v=cRmI3a4qg0M>

“Pour One Out ... and Fill One Up”

Incline Elementary Schools’ 5th grade class took 2nd place for the Pour One Out contest held by The Center for Science in the Public Interest.

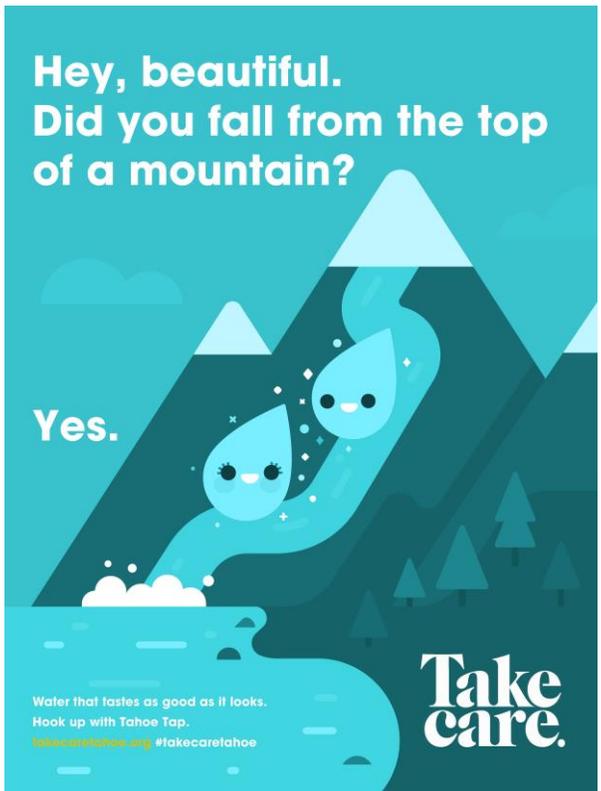
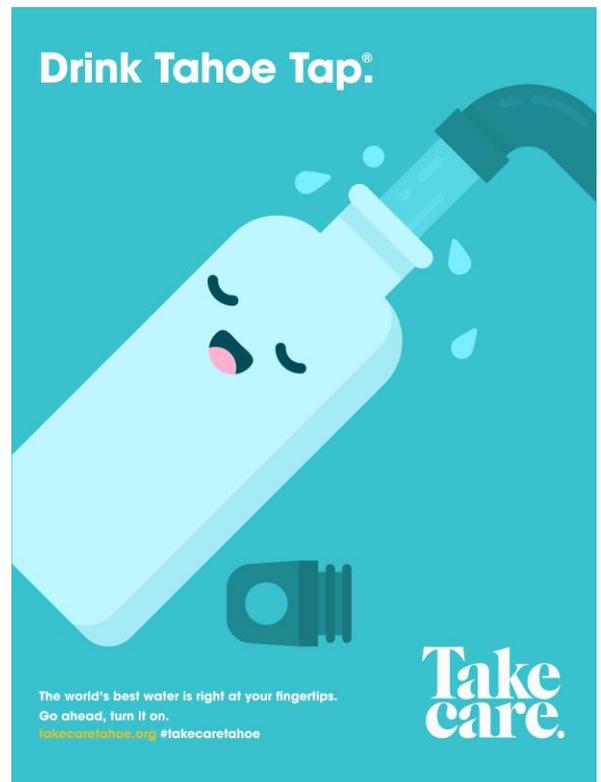
<http://cspinet.org/liquidcandy/pouroneout.html>

Watershed Education offered by Waste Not to area students:

<http://iesoutdoorscience.com/2012/10/flume-trail-2011>.

Water Conservation - Customer On-Site Services

IVGID and Nevada Tahoe Conservation District (NTCD) offer free outdoor water use audits to the Nevada side of the Lake Tahoe Basin. IVGID customers receive ‘high water use’ courtesy notifications on their monthly bill if use increases. IVGID staff conducts an average of 10 free, on-site landscape water use audits annually for customers upon request. TWSA California members maintain strict water conservation policies and practices.



TWSA’s new DRINK TAKE TAP / TAKE CARE graphics debuted in 2016.

TWSA Watershed Protection and Drinking Water Advocacy

Watershed Protection Outreach/ Aquatic Invasive Species Outreach (AIS):

TWSA water conservation and water quality protection print publications are updated annually and now include: a leak detection information card with dye tabs, AWWA 'value of water' and water conservation brochures; TWSA source water protection information, a dog waste dispenser, 'Drink Tahoe Tap' stickers and information on the issues of bottled water versus tap water.

TWSA staff leads a major volunteer water quality monitoring event each year for the Tahoe region; the Lake Tahoe to Pyramid Lake "Snapshot Day" (annually May). At this event, 300+ volunteers spend the morning at 50+ locations within the watershed collecting turbidity, nutrient, dissolved oxygen and photographic documentation. Sites have been repeated now for more than 15 years providing long term watershed condition data.

TWSA staff collects and analyzes raw water samples (bi-weekly) from 6 Incline Village beach and stream zone locations. Data from this sampling activity has been maintained in a database since 2004.

TWSA staff served as the Tahoe East Shore/Nevada Coordinators for International Coastal Cleanup Days on the 3rd Saturday of September each year. Other area efforts are coordinated by the League to Save Lake Tahoe for Kings Beach, CA and Keep Tahoe Clean for South Lake Tahoe. Annually, more than 150 volunteers collect close to one ton of trash from Tahoe's beaches, streams and lakeside trails.

Participate in industry level source water protection efforts: TWSA is supporting Aquatic Invasive Species (AIS) prevention efforts by other regional agencies including TRCD and TRPA as member of the Lake Tahoe Nearshore Aquatic Weeds Working Group (NAWWG). TWSA staff and utility members regularly attend NAAWG meetings and participating in work plan development.

AIS information has been incorporated into the TWSA outreach program since the issue emerged at the lake in 2007. TWSA outreach efforts include educating the public about Aquatic Invasive Species. Concerns about the



TWSA's AIS awareness campaign includes sponsorship of signage at local boat and recreation facilities.



TWSA's ongoing water quality monitoring sampling and data analysis programs provide long-term information about watershed conditions in the Lake Tahoe Basin.

introduction of Quagga and Zebra mussels, and their potential effect on drinking water infrastructure and water quality are presented through customer signs installed at area boat ramps, and via website and brochures.

Potential Herbicide Use in Lake Tahoe:

Since 2011, TWSA staff and members have been very involved in opposing the potential use of herbicides in Lake Tahoe for aquatic weed control. Significant language revisions for the Basin Plan Amendment approved by California’s Lahontan Regional Water Quality Control Board (LRWQCB) removed an overall prohibition on aquatic herbicide and pesticide use within the entire Lahontan region, including Tahoe. The new language allows for project review of direct use of herbicides/pesticides in Lake Tahoe – for control of aquatic weeds or other aquatic invasive species. This continues to be a major topic of concern. By providing written and public comment, TWSA staff was successful in bringing the issue of the Tahoe drinking water purveyors’ filtration exempt status and their concerns to the LRWQCB. LRWQCB staff was then given direction to work with TWSA and state regulators on the regulatory language and review process. A position statement is available on the website - www.TahoeH2O.org.

Regulatory/Regional Planning Involvement:

TWSA members and South Tahoe Public Utility District have been working collaboratively on federal funding requests for infrastructure upgrades and inter-tie projects in order to address the need for adequate fire flows in the event of urban wildfire. The Lake Tahoe Community Fire Protection Partnership has been successful in securing federal funding which, when matched dollar-for-dollar with local agency funding, allowed construction of \$10 million in critical water infrastructure projects with a nexus to fire protection within the Lake Tahoe Basin.

TWSA maintains staff presence on the TRPA Interagency Shorezone Coordination Group. This group meets monthly to review Shorezone project applications.



TWSA’s ongoing “Drink Tahoe Tap” campaign promotes stewardship of the watershed and encourages appreciation of the high quality of local tap water. More than 60,000 “Drink Tahoe Tap” stickers have been distributed since 2008.

TWSA staff receives notifications on the buoy and dock permits applications being reissued by Nevada State Lands. TWSA staff review these notifications and forwards any applications of concern to the appropriate water agency for further review.

TWSA staff maintains ongoing participation with the TRPA, Tahoe Prosperity Plan, Sustainable Tahoe and other working groups to secure dialogue on source water protection.

TWSA staff members have received the Lake Tahoe Watercraft Inspector training, Eyes on the Lake AIS Survey training, HazWoper Certification and are AWWA Water Efficiency Practitioners, level 1.

**Gold Medal National Winner
for Best Tap Water**
2016 Great American Water Taste Test
National Rural Water Rally
(Glenbrook Water Cooperative)

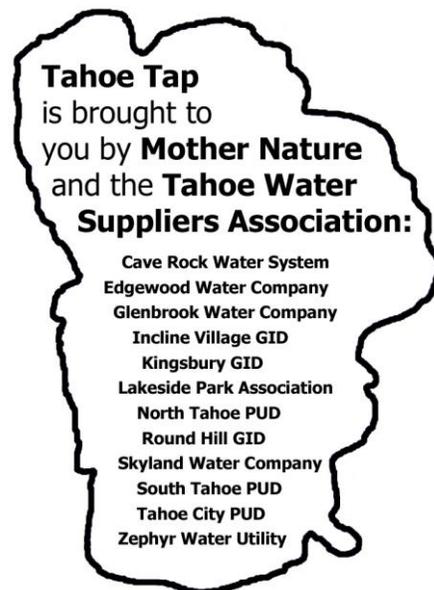
**First Place for
Best Tasting Water**
2016 Nevada Rural Water Conference
(Incline Village GID)

DRINK TAHOE TAP.®

Provided by Mother Nature and



**Tahoe Water
Suppliers
Association**
Protect the Source
WWW.TAHOEH2O.ORG



Tahoe Water Suppliers Association members received several awards in 2015/16: Best Tasting Water in Nevada (IVGID Public Works, Nevada Rural Water Conference) and the Gold Medal for Best Tasting Water in the USA (Glenbrook Water Cooperative - Great American Water Rally, National Rural Water Association).

2015 Outreach Contact Log		
Month	Event	2015
January	Public Works newsletter	4,000
	2014: Tahoe TV "High Sierra Report" "Drink Tahoe Tap". 2015: Bear Smart and Christmas tree Chipping: Lake Tahoe Newsline 1-10-15 seg1 - YouTube and regional broadcast	10,000
	Xmas Tree Chipping	1,150
	ULLR Tabling	100
	Locals Appreciation tabling at DP	150
	DP Tabling - additional	80
FEBRUARY	Public Works newsletter	3,000
	8 - 1.5 hour classroom sessions for the 6 th , 7 th , and 8 th grade science students at Inline Middle School	200
	CWEA awards	90
	Tabling- Sierra Nevada College & Diamond Peak	300
	Radon presentation	30
	NRWA Bronze level sponsorship annual conference	300
	IES Science Fair Judging	200
MARCH	Public Works newsletter	4000
	PW Career Day	75
	"Go Green!" At Diamond Peak Event	225
	Snowfest Parades Drink Tahoe Tap" stickers	500
	Science Expo at TERC	600
	Tahoe Tap and BearSmart PSAs on Lake Tahoe TV	8,000
April	Tahoe-Truckee Earth Day	5,000
	SLT Earth Day	1,000
	Bears and Brews education forum	87
	Bear Smart training- SouthWest Gas	15
	SNC Earth Day	100
	SNC Tour	15
	"Drink Tahoe Tap" 3x/day ad on Lake Tahoe TV	20,000
	Drug Roundup	40
	Screening - Divide in Concord	100
	IV Nursery school program - recycling	40
	Public Works newsletter	4000
MAY	Community Clean Up	100
	Snapshot Day	300
	Stream Science Days at Incline Middle School	25
	IVGID Park Staff BearSmart training	50
	CWEA Safety Day	200
	IES BearSmart	100
	Mill Creek Evacuation drill tabling	500
	Public Works newsletter	3,000
JUNE	Public Works newsletter (CCR)	4,000
	TCF Bear Awareness	25

	IES 5th Grade Field Trip macroinvertebrates	100
	Community Clean Up	100
	International LimnoGeology Congress	200
	Forest Health and Water Security panel	80
	National Rural Water Conference Tour	50
	Water station at Lake of the Sky SUP race	700
	Lake Tahoe TV interviews	5,000
	Be Bear Aware TV ad - Charter Cable	100,000
	Tahoe Tap Summer Ads and Articles Tahoe Summer Supplement / NLT Visitor Guide/ TRPA's Tahoe In Depth	150,000
JULY	Red, White Tahoe Blue/Veterans breakfast	1,000
	Red, White and Tahoe Blue/community fair	0
	Red, White Tahoe Blue/Firehouse breakfast	2,000
	Starlight cinema zero waste	50
	Water station at RWTB	5,000
	Public Works newsletter	4,000
	Outdoor Explore-Bear Awareness and Recycling program	50
	TEA summer camp	50
	Camp Explore	80
	Take Care signage installation	5,000
	TWSA Tabling Commons Beach (Tahoe Tap night)	600
	BearSmart at NV State Park	40
	Lake Tahoe TV High Sierra Report - 2 segments	4,000
	Media fellowship presentation and associated articles	10,000
	Water station events	2,000
	Eyes on Lake training sponsorship	15
	"Drink Tahoe Tap" ad on Lake Tahoe TV	10,000
	PCC AmeriCorps lunch	50
AUGUST	Tahoe Summit - water bottles, sponsorship and water station	500
	Tahoe State of the Lake Sponsorship	5,000
	"Drink Tahoe Tap" ad on Lake Tahoe TV	8,000
	Children's Environmental Science Day	800
	Starlight cinema- zero waste	65
	SNC orientation- tabling	200
	relay for life- water station	250
	Water station at Gatsby festival	2,000
	IVGID Employee awards	50
	Public Works newsletter	4000
SEPTEMBER	Tahoe Dog Days	100
	Public Works newsletter	4,000
	Butterfly Effect Water Station	800
	Lost Sierra HoeDown - zero waste	325
	Coastal CleanUp Day	15
	Stream Science - water bottles	50
	Drug takeback event	120
	Snowflake Lodge Open House	400
OCTOBER	Public Works newsletter	3,000

	Safety Fair tabling	300
	IVGID Dog Daze	100
	Tahoe Vista Dog Park opening	100
	Sustainability At Tahoe Expedition Academy	20
	Fall Fish Festival - Water Stations	7,000
	Incline Nursery Pumpkinpatch- water station	100
	Erosion Lessons Kindergarteners (3 sessions)	60
	SWEP 'Water- The essential' Film festival sponsorship	200
	Hangtown Halloween - water station	6,000
NOVEMBER	Public Works newsletter	4000
	IVGID Benefits Fair	80
DECEMBER	Public Works newsletter	3,000
	SWEP Incline Elementary School Science Fair facilitator	450
	Diamond Peak new employee training (recycling + Bears)	90
	Diamond Peak Opening Day	200
	Snowglobe Water Stations	4,000
	Website hits (estimate)	5,000
	Phone and email correspondence (estimate)	5,000
	HHW Customers (estimate)	2,000
	DRINK TAHOE TAP stickers	10,000
ANNUAL	Estimated contacts total	449,237