

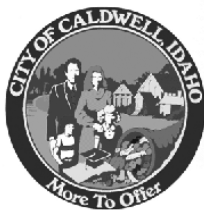
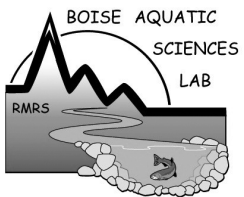


I HELPED

**CAN
MAN**

KEEP THE BOISE RIVER CLEAN!

RIVERSWEEP 2010



Idaho River Sports • Keynetics, Inc./Click Sales, Inc. • Communications et.al



Fact Sheet

Mission Statement

Boise RiverSweep is a diverse group of people who have come together to engage citizens in cleaning-up and keeping clean the Boise River.

Who We Are

We're a mix of non-profit, city, county, state, and federal employees who brainstorm, plan the event, and enlist businesses and citizens to participate.

Our Goals

Our goals are to heighten awareness about the littering problem, to increase the appreciation of our river among all citizens, and to ultimately reduce littering behavior.

Our Committee Members and Partner Communities

- Non-profits
 - Idaho Rivers United
 - Partners for Clean Water
 - Boise WaterShed

- Municipalities
 - City of Boise
 - City of Caldwell

- State
 - Idaho Fish and Game
 - Boise State University

- Federal
 - Rocky Mountain Research Station (USFS)

- Partner Communities
 - City of Eagle
 - City of Star

Our Successes:

Through the Boise RiverSweep we have:

- Increased awareness of the river litter problem through the formation of the **RiverSweep** cleanup committee and the annual fall clean-up;
- Provided leadership to bring together groups of citizens—from local governments, county and state agencies, recreational boaters, and environmental groups—to make this an annual event;
- Drawn attention to the litter problem in over a dozen newspaper articles and television interviews;
- Recruited students of every age to help with the **RiverSweep** by speaking to them in the local schools;
- Organized several hundred people to share in the recycling of hundreds of pounds of aluminum and plastic during the annual **RiverSweep**;
- Removed dump truck loads of glass and other trash to increase the cleanliness of the river banks and paths, and improve the safety for people, pets, and wildlife.
- Heightened community awareness of the magnitude of the littering problem, especially littering that is done by those who float the river;
- Improved habitat quality for numerous wildlife species;
- Increased the visual quality of the river; and most importantly,
- Provided a means for Treasure Valley citizens to show pride in their community by getting together to enhance, protect, and honor the beautiful river that flows through our city.

Contact Information:

For more information or to join our efforts please contact:

Johanna Bell

Boise RiverSweep Committee Chair

(208) 384-3928

jbelle@cityofboise.org

**City of Boise
RiverSweep Radio Buy
June 16-30, August 17-31**

BOISE	PERSONS 12-24
FALL 2009 ARBITRON MaximiSer	Population/Intab:103,200/182
METRO Survey Area	12 Week Schedule Analysis
6/14/2010 - 9/5/2010	
Using MaximiSer METRO	

SCHEDULE DESCRIPTION

DAYPART	# WKS	SPOTS	RATE	TOTAL COST	FREQ	NET REACH
KWYD-FM						
SA 10A-7P	12	FLT	\$15.00	\$300.00	4.8	8,000
SU 10A-7P	12	FLT	\$10.00	\$210.00	4.1	9,300
F 3P-7P	12	FLT	\$20.00	\$240.00	3.6	10,000
M-SU 12M-12M	12	FLT	\$0.00	\$0.00	3.0	26,300
TOTALS 6/14/10-9/5/10:		103	\$7.28	\$750.00	5.9	32,300
KZMG-FM						
SA 10A-7P	12	FLT	\$20.00	\$400.00	3.5	8,500
SU 10A-7P	12	FLT	\$15.00	\$300.00	3.8	4,700
M-SU 12M-12M	12	FLT	\$0.00	\$0.00	1.8	15,200
TOTALS 6/14/10-9/5/10:		80	\$8.75	\$700.00	3.3	22,900
KQXR-FM						
SA 10A-7P	12	FLT	\$15.00	\$300.00	4.4	7,300
SU 10A-7P	12	FLT	\$5.00	\$100.00	3.6	2,200
M-SU 12M-12M	12	FLT	\$0.00	\$0.00	2.2	11,000
TOTALS 6/14/10-9/5/10:		80	\$5.00	\$400.00	4.2	15,300
KDBI-FM						
SA 10A-7P	12	FLT	\$12.00	\$120.00	2.1	900
SU 10A-7P	12	FLT	\$12.00	\$120.00		
M-SU 12M-12M	12	FLT	\$0.00	\$0.00		
TOTALS 6/14/10-9/5/10:		40	\$6.00	\$240.00	2.2	900

City of Boise
RiverSweep Radio Buy
June 16-30, August 17-31

BOISE
FALL 2009 ARBITRON MaximiSer
METRO Survey Area
6/14/2010 - 9/5/2010

PERSONS 12-24
Population/Intab:103,200/182
12 Week Schedule Analysis

Using MaximiSer METRO

SCHEDULE COMPUTATIONS: 12 Weeks
PERSONS 12-24 POPULATION: 103,200

STATION	SPOTS	RATE	TOTAL COST	FREQ	NET REACH
KWYD-FM	103	\$7.28	\$750.00	5.9	32,300
KZMG-FM	80	\$8.75	\$700.00	3.3	22,900
KQXR-FM	80	\$5.00	\$400.00	4.2	15,300
KDBI-FM	40	\$6.00	\$240.00	2.2	900
TOTALS:	303	\$6.90	\$2,090.00	5.9	56,600

EL RIVERSWEEP BOISE



El RiverSweep Boise es un esfuerzo de planificación de colaboración para implicar a los ciudadanos en la limpieza y mantenimiento de limpiar el río Boise.

18 de septiembre 2010

9:00-1:00



El río Boise es un tesoro que todos damos por sentado. Nos encanta, pero tiene un problema de la basura. Durante todo el año nuestra basura se acumula en las orillas y en el canal del río Boise como recrear, dañando el medio ambiente y el disfrute de este precioso recurso para la comunidad.

Este evento es nuestra oportunidad de devolver al río que le da mucho para nosotros. Voluntarios, estudiantes y ciudadanos interesados están invitados a unirse para limpiar el río Boise! Su ayuda proporcionará un río limpio y seguro Boise para nuestra comunidad a utilizar para muchas generaciones por venir. Por favor, únase a nosotros para recoger la basura y dar el antiguo río un poco engalanar!!

Pre-registro es necesario. Para registrarse, por favor haga clic [aquí](#).

Basura - No hay excusa

La misión de la RiverSweep Boise no es sólo para limpiar y mantener limpio el río Boise, sino también para educar al público sobre la importancia de hacerlo. Algo que hemos desarrollado, que esperamos nos ayude este mensaje en la comunidad son los siguientes anuncios de servicio público (PSA). El mensaje es simple: **"Basura - No hay excusa!"**

[PSA audio \(mp3\)](#)

[PSA Video \(wmv\)](#)

El RiverSweep Boise Can Man



El RiverSweep Boise "¿Puede el hombre" es un ejemplo de la enorme cantidad de basura que se llena con descuido a lo largo del río Boise cada año, y se erige como un símbolo de por qué es importante para limpiar y mantener limpio el río Boise. ¿Puede el hombre mide 6 pies y medio de altura y está construido a partir de alrededor de 1.500 latas de aluminio, que fueron recogidas del Río Boise por los voluntarios durante el RiverSweep Boise y otros esfuerzos de limpieza.

¿Puede el hombre fue construida por voluntarios, que individualmente cada uno puede atado a un esqueleto de metal. Le tomó horas y horas para completar, pero el resultado final demuestra efectivamente el problema que tenemos a lo largo del río Boise. ¿Puede el hombre puede verse en Boise City Hall en la primavera, en la RiverSweep Boise cada mes de septiembre, y en la ronda de [Boise WaterShed](#) año.

Apoyado por:



Apoyo adicional proporcionado por:

- [BoiseLife.org](#)
- Comunicación et.al
- [Idaho River Sports](#)
- [Keynetics, Inc. / Ventas Click, Inc.](#)



Boise RiverSweep 2009
 Thursday, March 18, 2010, 2:30 – 4:00
 Boise City Hall, 2nd Floor
 PDS Conference Room #6

Meeting Summary

Attendees

Sarah Cordova
 Jerry Pugh
 Liz Paul
 Dona Horan
 Johanna Bell

Michael Young
 Aimee Hughes
 Carrie Maulin
 Lee Van De Bogart

Discussion

Boise RiverSweep Indemnity Agreement as Boise Watershed Exhibits, Inc. Project

All three volunteer coordination entities have signed an agreement with BWE. Once Donna-Marie Hayes signs the IDFG one, we can set up another account. Sarah will work with Carrie to make sure the invoices, requests for donations, etc. have the correct tax Id and contact information.

BRS Handbook – Comments? Process to Finalize?

Updates to the Handbook were reviewed. The Handbook was finalized per a unanimous

Eagle/Star Participation Update

The Star City Council will discuss their role at their next meeting. Liz will be the point of contact and will let the other committee members know what Star and Eagle decides. The idea of training coordinators is still on the table, as it making sure the cleanup effort expands to tributaries and other areas within the Boise basin. A memo needs to be developed to outline what the requirements are for someone (i.e., an Eagle Scout) to be a coordinator.

Sponsorship Levels/Framework for 2010

Sarah confirmed that the same levels used last year will be used for this year's sponsorships (i.e., \$250, \$500, and \$3000). The letter we send out will be revised to include a note about how donations will be leveraged.

Update on Spanish PSA (talent, purchase cost, etc.)

Additional information will be requested from Kelly Amos once the planning committee has a better feel for this year's media budget.

Targeting Canyon County Schools

The committee brainstormed how to best target schools and other potential volunteers groups. Placing posters in schools was one idea mentioned.

Effectiveness and Implementation Tracking

This topic was postponed until the next meeting.

Invasive Species Control / Coordination

This topic was postponed until the next meeting.

Next Meeting:

**April 12, 2:30 PM @ Boise City Public Library
3rd floor Conference Room**

Boise RiverSweep

Boise RiverSweep 2010
Friday, July 16, 2010, 9 – 10 AM
Ann Morrison Park

Meeting Summary

Attendees

Sarah Cordova
Jerry Pugh
Liz Paul
Johanna Bell

Aimee Hughes
Cindy Busche
Lee Van De Bogart

Topics

Bank Account

- Will be set up as soon as we receive some contributions. Dona, Cindy, and Johanna will initially have check-signing authority.

T-Shirt Design

- Johanna will re-send the pre-final for committee review and approval.

Poster Design & Web Updates

- Johanna will ask Stephanie to get the design from Kris and add Ricardo's contact information and Spanish blurb. It was decided to order 20 for the Eagle/Star area and 80 for the Nampa/Caldwell/& Boise areas. The registration deadline was confirmed to be September 10th. Johanna will contact Ricardo for his contact information and a Spanish blurb about volunteering and will send these to Jerry.

Sponsors

- Sarah and Dona will attend the August 5th Ada County Soil and Water Conservation District Meeting to invite them to be Boise RiverSweep sponsors. Cindy is still planning to contact A-1 Plumbing and will let the rest of us know if they will contribute. Note: Dona is waiting to hear back from Boise Water Sports.

Spanish PSAs

- The Spanish version of the PSA will be reviewed and finalized for the August flight. Communication Et Al is coordinating the re-taping and the media buys as an in-kind contribution that is worth approximately \$200.

Assessment and Survey Data

- Cindy will develop a data form for the volunteer coordinators to collect information on location, number of volunteers, length of time spent picking up litter, the estimated

total cubic yards collected, and to list any unusual items found. In-person surveys will be conducted when the t-shirts are picked up. Planning committee members are encouraged to help with this at both the upstream and downstream meeting places.

Boise Watershed Weekend Coordination

- We discussed coordination between the Boise RiverSweep and the activities planned for the same day at the Boise Watershed. One idea was whether the hours of the Boise Watershed might be extended so that folks that participate in Boise RiverSweep might still have a chance to attend.

Next meeting

- TBD

Boise River Sweep

“Keeping The Boise River Clean”



September 18 2010, 9a-1p

Barber Park to Garden City

Register by September 10 by contacting
Jerry Pugh, Boise Parks & Recreation Dept.
208-384-4060 x319 OR jpugh@cityofboise.org

Caldwell/Nampa

Register by September 10 by contacting
Michael Young, Idaho Dept. of Fish and Game
208-327-7095 OR michael.young@idfg.idaho.gov

¿Habla usted español?

Por favor, comunicarse con Ricardo Calderon
(208) 455-3006 / rcalderon@ci.caldwell.id.us

www.BoiseRiverSweep.org

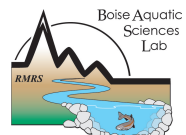


Ada Soil & Water



Conservation District

HDR



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Idaho River Sports • Keynetics, Inc/Click Sales, Inc • Communications et.al • Bardenay Restaurant and Distillery

REGISTER EARLY, SPACE IS LIMITED!
Participants receive a FREE t-shirt!