

Keep Denton Beautiful 10/7/99  
Meeting on Business Services Committee

\* Lorraine Bentley, Ray Croff, Linda Ratliff,  
Bob Horton, Chuck, me

- KDB wants to partner more with the Chamber, one way through business services. Overall mission is to look at commercial corridors.
- Work w/ TXDOT and Sheriff & Police departments to reduce litter by enforcing the laws heavier.
- People on business services would be business people talking to other business people about "clean up". They would also serve as contacts for new businesses and help them figure out the ordinances.
- Bob Horton, instructor for public service at UNT, and he handed out some info. on the program he started in Houston. & works on <sup>Keep America Beautiful</sup>
- Bob thinks we should stick with litter b/c no one wants it and everyone could come together.

A POSITIVE APPROACH  
TO MINIMIZING  
LITTER AND LITTERING  
IN  
DENTON, TEXAS

Keep Denton Beautiful &  
the Keep American Beautiful System  
At Work

Prepared for the Keep Denton Beautiful  
Business Services Committee  
and the  
Denton Chamber of Commerce

by

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October 7, 1999

LITTER...

the SYMPTOM

Litter is the ~~problem~~ symptom

LitterING is the problem

LITTERING...

A  
SYSTEMATIC, COMMUNITY-WIDE PROBLEM  
REQUIRING A  
SYSTEMATIC, COMMUNITY-WIDE SOLUTION

LitterING the HABIT

LitterING the NORM  
("what's done around here")

LitterING as a  
NORMATIVE SYSTEM  
("what's accepted and expected")

# LITTERING SOURCES

1. Business Putouts

2. Residential Putouts

3. Loading & Receiving Areas

4. Construction/Demolition Sites

5. Illegal Dumping

6. Individuals

7. Motorists

8. Uncovered Vehicles

9. Boats/Boaters

## KEY PLAYERS (Gatekeepers)

- Business & Industry
- Schools & Youth Groups
- Civic/Service/Faith Groups
  - Mass Media/PR
  - Government  
(local, county, state, federal)
  - Special Groups  
Commercial Transportation Industry  
Convenience Packaged Goods Industry

# KEY ACTION PLAN ELEMENTS

## Get the Facts

(about existing written expectations, available technology,  
ongoing awareness/education, enforcement practices)

## Involve ALL the People

(Change systems fail chiefly because leaders give them only lip service and/or because they fail to involve ALL the people from start to “finish”. All the other reasons are secondary.)

## Implement a SYSTEMATIC plan

(Update written expectations, improve facilitating technology and make it more available, expand awareness and planning opportunities, provide consistent, fair enticements and enforcements.)

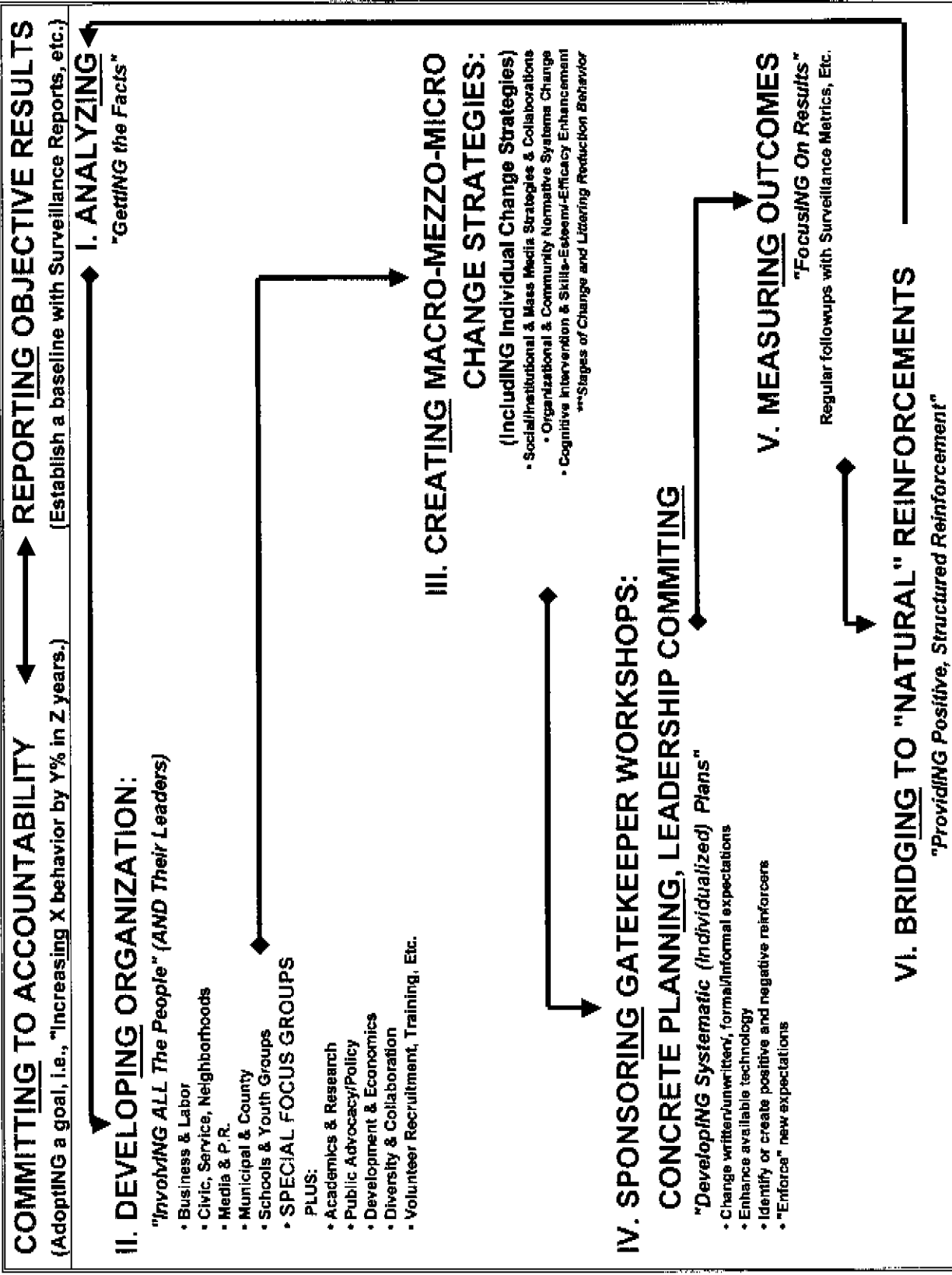
## Focus on Results

(Results, not activity, are most credible, so ALL progress is worthy of note)

## Provide Positive Reinforcement

(Fear, pain, and loss are motivators but their applications are limited and they are rarely LASTING motivators...recognition must go generously to those who give above and beyond.)

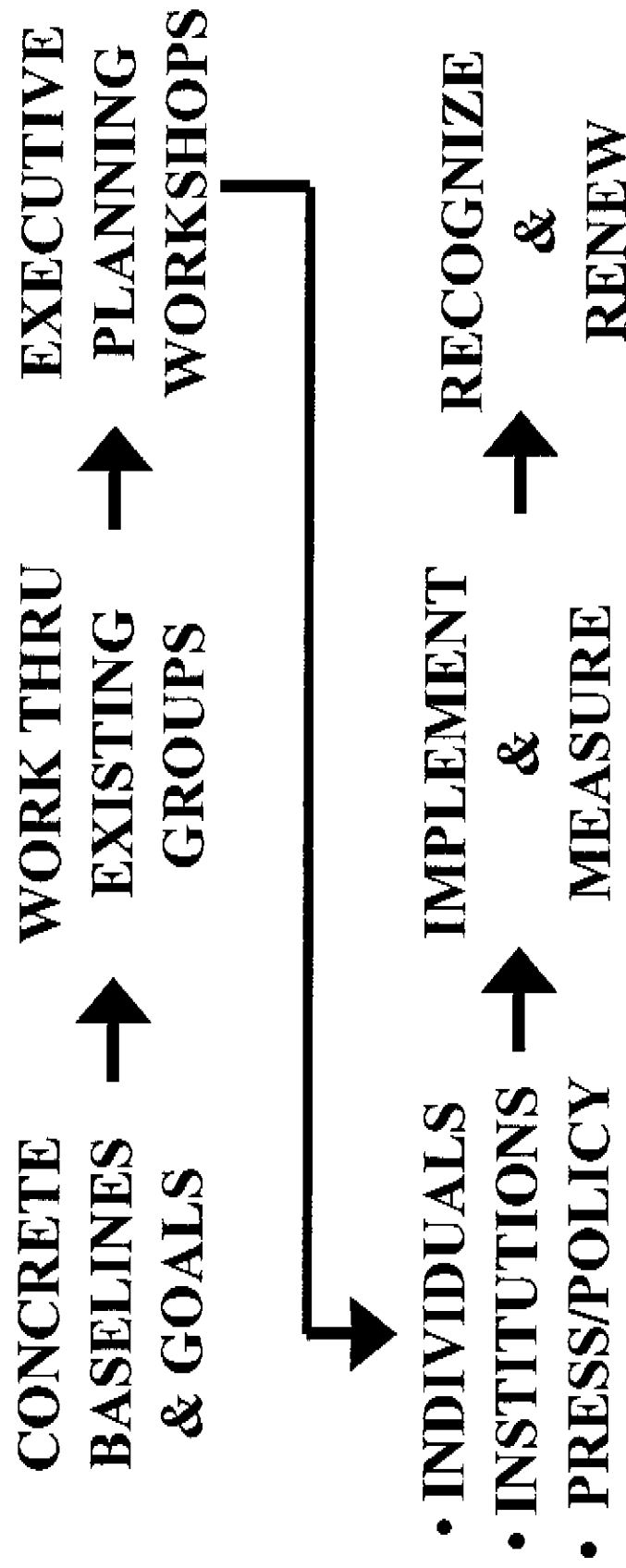
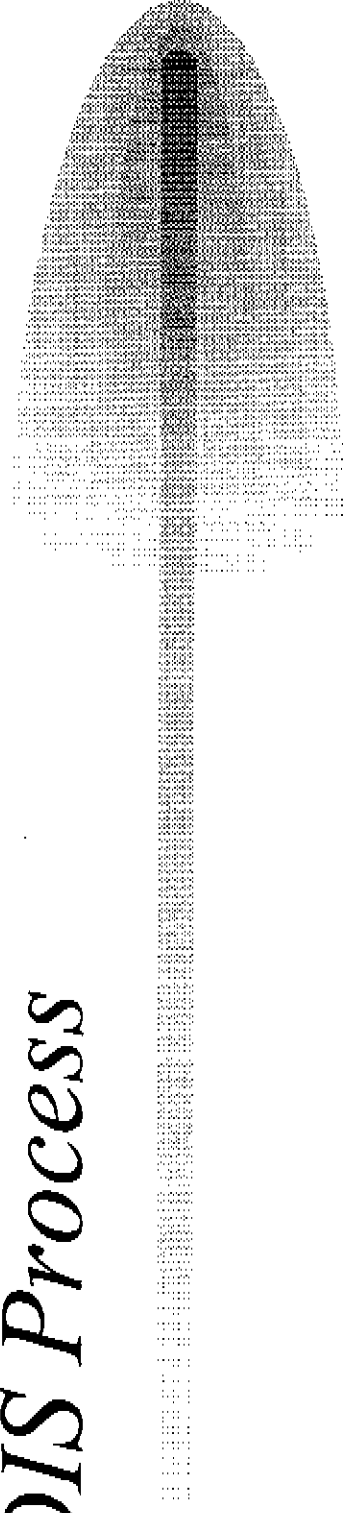
The Lifegain Culture Change Process, A Keep America Well Adaptation  
**PUTTING IT ALL TOGETHER - A ONE-PAGE SCHEMATIC**  
 Last Revised/Printed: 10/7/99



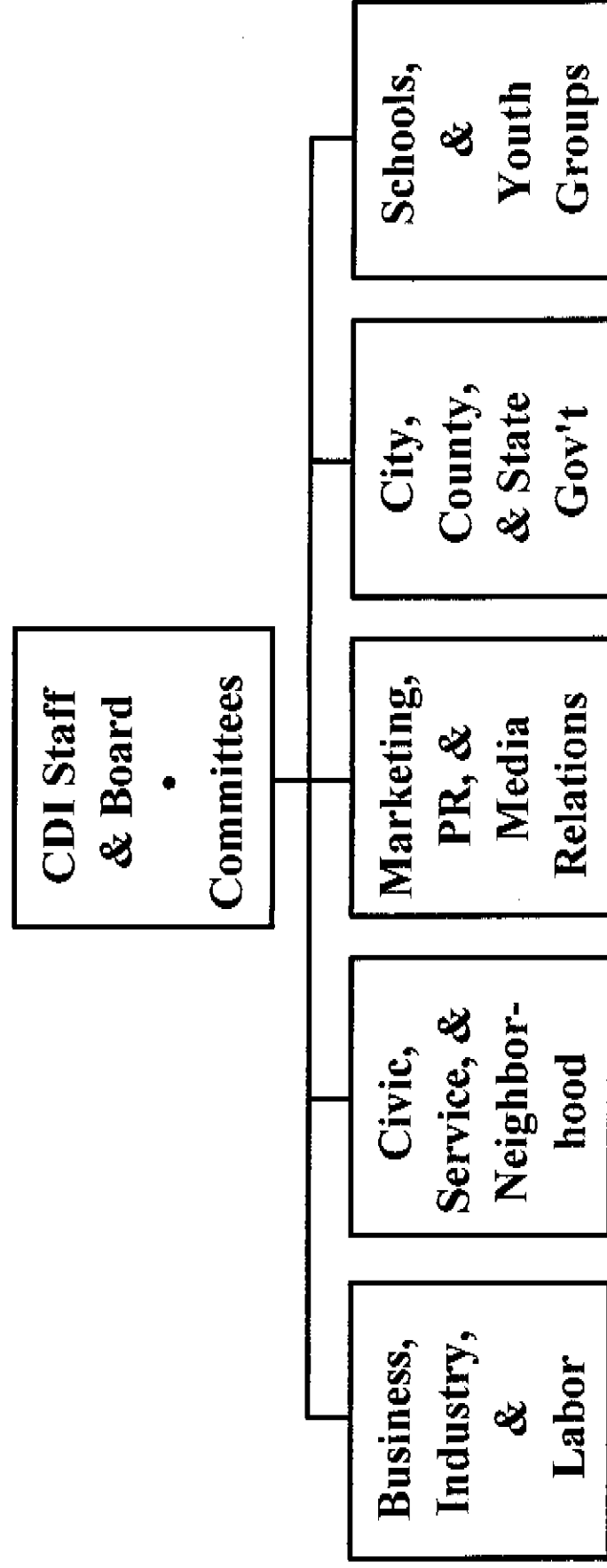
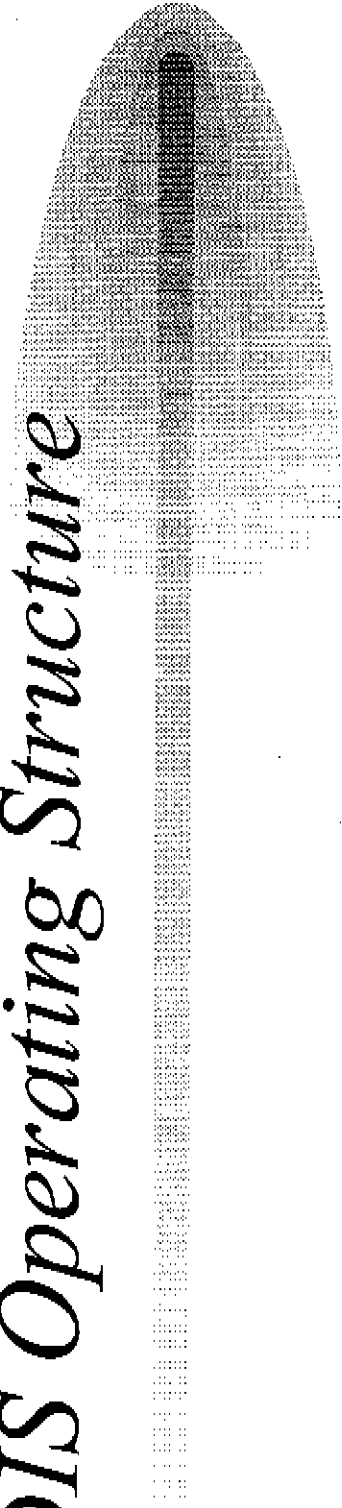
© 1996, 1999, Robert S. Horzon  
 \*adapted from Keep America Beautiful Pre-Certification Training Manual and The Corporate Unconscious by Robert F. Allen



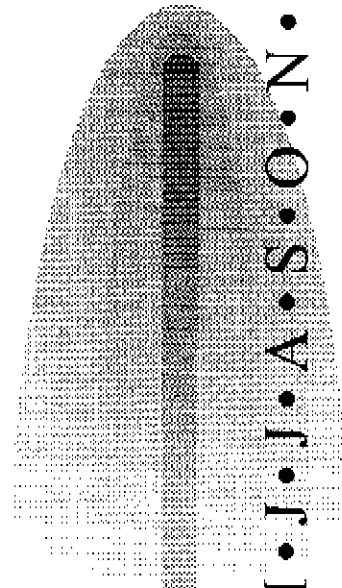
# *CDIS Process*



# *CDIS Operating Structure*

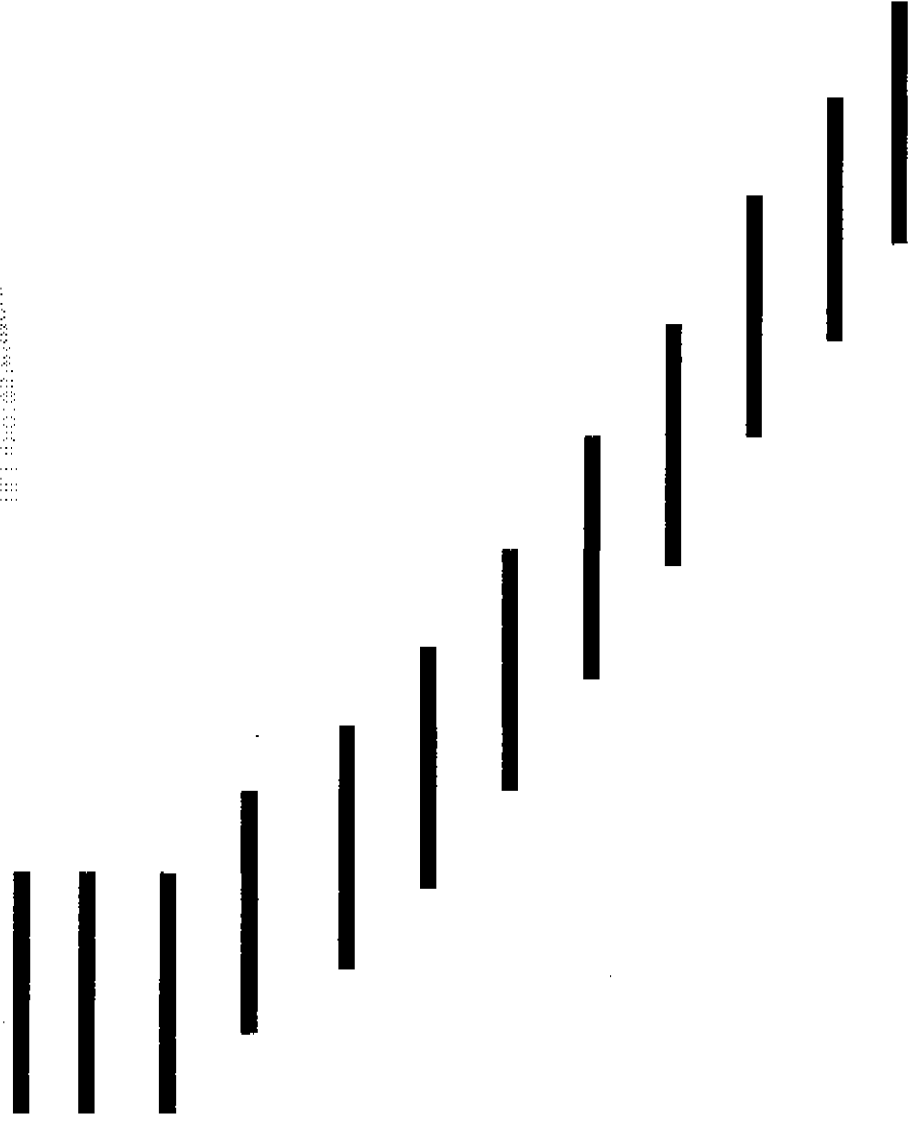


# *CDIS Startup Phases*



Fall • J • F • M • A • M • J • J • A • S • O • N • D

- Fact-gathering
- Recruiting
- Organizing
- Resourcing
- Targeting
- Governing
- Organizing
- Launching
- Implementing
- Evaluating
- Reinforcing
- Advancing



Mr. Bauer, a former Reagan White House aide, attacked Mr. Bush's abortion stance in a speech to the American Association of Christian Schools.

He said Mr. Bush's refusal — if elected president — to require that his judicial nominees oppose abortion rights would undermine the possibility of reversing Please see BUSH on Page 30A.

the capital-murder trial of Lawrence Russell Brewer, a dozen prosecution witnesses took the stand, describing a hodgepodge of evidence implicating Mr. Brewer in the June 1998 slaying of James Byrd Jr.

No one witness delivered the fabled

dence doesn't mean a whole lot, usually."

Mr. Gray said he thought he could wrap up his case by Thursday. Defense attorneys did not speak with reporters after the day's court session, but earlier, court officials estimated that the de-

struck a concrete culvert.

One of Mr. Brewer's co-defendants, John William King, was convicted and sentenced to death in February. The other, Shawn Allen Berry, is awaiting trial.

## Keating talks trash about litter

### Oklahoma governor

### wants roads cleaned up

### By Arnold Hamilton

Oklahoma Bureau of The Dallas Morning News

**O**KLAHOMA CITY — If there's one thing that really bugs Oklahoma Gov. Frank Keating, it's litter.

Empty beer and soft-drink cans.

### OKLAHOMA JOURNAL

Sacks full of fast-food wrappers.

Cigarette butts. No roadside refuse escapes Mr. Keating's notice — or his wrath.

"The governor has a real pet peeve about it," agreed spokesman John Cox. "Just hates it."

Mr. Keating's ire was stoked recently when roadside rubbish was cited by a chief executive officer whose company was eyeing Oklahoma for possible relocation or expansion.



**Foes of privatizing roadside cleanup say there's no cheaper way than convict labor.**

Special to The Dallas Morning News; Associated Press

The governor was so dismayed by the remark that he ordered his secretary of transportation and the state highway department director to intensify anti-litter efforts.

He even went so far as to suggest that Oklahoma might consider privatizing highway maintenance, a proposal that could eliminate some state jobs.

The trash trade stirred a debris debate across Oklahoma. Some newspaper editorials praised the governor for drawing Please see OKLAHOMA on Page 30A.

## Vegetarian angering Center discourag

Associated Press

AUSTIN — Fur is flying an animal-rights supporter's decision to discourage the meat and animal products in a shopping center.

For Alegria's bridal shoppers will have to go where for leather-bound albums. No more caviar in day gift baskets from Sequor & Pine Wines. The Shoe Hospital was asked leather laces behind the er.

But neighborhood residents didn't complain about Town Center owner J. Daniels' policy until it them the Grocery, a gourmet market.

One reason the mall lease was terminated this summer was that it in a butcher shop, and owner Vey Tack refused to stop meat.

# Ex-teller pleads guilty, gets 50 years in bank executive

## Her husband still faces money-laundering and murder charges

Associated Press

WACO — A former bank teller

considered for parole. Federal officers typically serve at least 10

## TEXAS &amp; SOUTHWEST

## Oklahoma governor stirs debate over how to stomp out litter

Continued from Page 29A.

attention to the state's less-than-pristine highways. Other Oklahomans contend that roadside litter is less pervasive than it used to be.

And though some endorsed privatization, others, including some key state lawmakers, rejected the notion, insisting that it would be difficult, if not impossible, to find less expensive resources than litter-free labor.

"It doesn't strike me as a problem on the turnpikes or [Route] 66 or the back roads," said noted Tulsa author Michael Wallis, who wrote *Route 66: The Mother Road* and leads tours along what once was considered the Main Street of America.

"You might see some road kill. You might see a car or two. But you never see huge garbage bags or cones dumped. I've been to some parts of the country where they're throwing everything out from a

coarse to a sifter."

But Mr. Keating isn't alone in considering litter a serious problem.

## State campaign

The state has spent millions of dollars in recent years on anti-litter campaigns, using such slogans as "Don't Lay That Trash On Oklahoma" and "Keep Our Land Grand." A toll-free hotline to turn in litterers attracted 2,331 calls last year. Offenders are sent warning postcards.

In addition, state officials report that 1,300 groups have "adopted" 2-mile stretches of roadway, pledging to clean up the trash at least once a quarter.

And just last spring, the Legislature not only authorized the fines for littering from \$200 to \$1,000, it decreed that those convicted of dumping trash be required to perform community service in litter-removal programs.

"I recently drove to Dallas, and I promise you we are in a lot better shape than Interstate 35 in Texas. . . . There are portions of I-35 around Denton that look like you are driving on the road to the dump. I don't mean to criticize Texas, but we're always compared to that state."

— Neal McCaleb, Oklahoma transportation secretary

Neal McCaleb, Mr. Keating's transportation secretary, said he thought the anti-litter programs were working; Oklahoma's roadides are much cleaner overall than those in other states, including Texas, he said.

"When I'm driving, I'm scanning the roadside all the time to make kind of a subjective assessment of how we're doing," he said. "I recently drove to Dallas, and I promise you we are in a lot better shape than Interstate 35 in Texas."

"If anyone wants to challenge that, there are portions of I-35 around Denton that look like you are driving on the road to the dump. I don't mean to criticize Texas, but we're always compared to that state."

Though he thinks Oklahoma's roadides are cleaner than ever, Mr. McCaleb conceded that not everyone agrees — including his boss.

"The governor is very sensitive on this issue because it may

negatively affect industrial prospects and tourism," he said.

## Job anxiety

But some state lawmakers, including Democratic Sen. Cal Hobson of Lexington, said they were troubled that Mr. Keating used his antipathy for litter to revive the privatization proposal, fueling angst among some state workers about losing their jobs.

Mr. Hobson said lawmakers studied the idea at length during the last legislative session but concluded that it wasn't cost-effective, especially when considering that inmates are paid about 18 cents an hour to pick up trash.

He also said he didn't want state employees fired "just so we can add to the profits of an out-of-state company that may or may not leave us any money."

Mr. Cox, the governor's press secretary, said Mr. Keating wasn't

sold on privatizing state highway maintenance.

Whether public agencies or private enterprises are responsible for trash cleanup along Oklahoma's highways, it is clear to Mr. McCaleb that there are limits to what state officials and workers can do about the problem.

"The reason: Most roadways in Oklahoma are the responsibility of counties (88,000 miles) and cities (15,000 miles), not the state (12,500 miles)."

"We don't do anything outside the state highway system," he said. But even then, he added, "It is a never-ending and almost impossible task to keep right-of-ways litter-free and clean."

"Our roads are never going to be any cleaner or litter-free than the last doughnut, careless driver that drove by."

The Associated Press contributed to this report.

## Bush offers anti-gay views to newsletter

Continued from Page 29A.

Joe W. Wells.

With several Supreme Court justices about to retire, Mr. Bauer said, the next president could appoint justices who would rapidly reverse the nation's abortion law.

"It is that close to our grasp," he said.

Mr. Bush has said he opposes abortions but does not think the nation is ready to reverse abortion-laws laws.

On Tuesday, Hurricane Floyd struck Mr. Bush to postpone a campaign swing through South Carolina, including a defense-polly speech at The Citadel in Charleston.

The campaign replied to questions from Bill Horta, a leading anti-

## Oklahoma to deploy Amber Plan



## Prosecutors put pieces of Jasper case together

Continued from Page 29A.

owner of a Jasper barbecue stand, Mr. Mahabney said he saw Mr. Byrd walking down the road, alone, toward his home.

Minutes later, Steven Scott testified, he and a friend were driving home from Beaumont, where they had been at a club. Mr. Scott said he passed Mr. Byrd walking down Jasper's Martin Luther King Jr. Boulevard. By the time he got out of his car and to his front door, Mr. Scott said, an "old step-sided truck" drove past, with Mr. Byrd in the bed.

"From what it appeared to me, it was three people" in the passenger compartment, he said. The three men "appeared to be white."

Gray said it traceable to Mr. Brewer. That DNA testimony, from an FBI criminalist expert, is to be presented Wednesday.

According to Tuesday's testimony, Mr. Brewer's right big toe was freshly bruised when he was arrested hours after Mr. Byrd's body was found. And Mr. Byrd's blood was found on a right tennis shoe, which bore the initials "JTB" and was seized from Mr. King's apartment, where Mr. Brewer was staying.

Mr. Gray said "common sense" suggests that Mr. Brewer had kicked Mr. Byrd severely enough to injure himself.

Juries also were given a photo-graphic tour of Mr. Brewer's ex-



Meeting w/ Lorraine Bentley of KDB

August 19, 1999

Keith Nabors - TXDOT Superintendent

Lorraine suggests sending a calendar of when big events are so they are aware and can send litter crews out ahead of time

\* Look into Wichita Falls & how they manage their money & funding for roadside maintenance.

- Their board retreat is in September.

- Red Bud Days → they will be looking at its purpose and what is the function of it.

- Lorraine was telling me about a program they are trying to implement where businesses who adopt a spot & landscape & irrigate it, they won't have to pay impact fees for putting in the irrigation and all they pay for is water.

Possible  
maybe if we become a pilot for this project we can get in TX Highways

^ Tell Tim about this

Lorraine will give us info on it

Oct. 23-24

^ Society of Ecological Restoration a day workshop in Austin about how to work with TXDOT on "native" roadsides on our highways.