

## 2011 Keep Jacksonville Beautiful Awards

### **Leadership Achievement Award**

**This special award provides recognition for outstanding, long-term contributions to the community in support of beautification activities which enhance community pride and improve the quality of life here in Jacksonville. It is instituted as a special award rather than as a standing annual category.**

Gordon Boyer

You could say that Gordon Boyer was the impetus behind the City's Adopt-A-Road program. As the man in charge of taking complaints for the City in the early 1980s, he often received calls from citizens about litter. His recommendation that citizens form a volunteer litter abatement program to deal with the visual blight later led to the creation of the Adopt-A-Road program in 1986. Since retiring from the City, Mr. Boyer has counseled program administrators about the placement of the familiar Adopt-A-Road signs that he designs and installs to ensure participating groups' names and their volunteer efforts are proudly spotlighted.

### **Individual**

Duncann Pullen

Duncann is passionate about litter prevention and cleaning up the environment and has participated in many Keep Jacksonville Beautiful's cleanup events. He has served as site captain at McCoys Creek/Hollybrook Park cleanups, and consistently recruits other volunteers to pull out shopping carts from local creeks and tributaries. Duncann participated in the 2010 Cigarette Litter Prevention program, picking up discarded cigarette butts along Riverside Avenue, even while suffering from a medical problem. He also created birdhouses made from "snipe" signs illegally placed on City rights-of-way that were used as table centerpieces at the Keep America Beautiful Florida Affiliates Conference in Orlando.

### **Business**

BB & T Bank of Downtown Jacksonville

BB & T Bank is recognized for donating thousands of dollars and volunteer hours to renovate, beautify and make accessible to students with learning and mobility issues the courtyard at Alden Road Exceptional Student Center. The courtyard was the only area where students could enjoy the outdoors but was not wheelchair accessible due to an old oak tree that had many roots above ground, lacked seating and was an eyesore. BB & T recruited an arborist to work with students to create a practical design that incorporates new paving material around the tree, allowing access and installed benches and landscaping.

## **Elementary**

### **Hendricks Avenue Elementary School**

Hendricks Avenue Elementary teaches its students about sustainability in a variety of ways: The school's PTA ecology group, parents and students maintain and improve the school's grounds with activities such as campus cleanup days several time a year; its Environmental Eagles Club promotes recycling on and off campus (the club recycled 22,340 pounds of classroom recycled paper last year) and distributes "green cleaner" to each classroom; and HAE partnered with Greenscape of Jacksonville and T & D Preventative Maintenance of JEA to promote Florida Arbor Month by planting eight trees on campus. They promoted their activities in a paperless newsletter.

## **Middle School**

### **Kirby Smith Middle School**

Kirby Smith Middle School's PTSA had an ambitious list of environmental projects in 2010: clean up the school's courtyard, participate in a classrooms-wide recycling program, create an outdoor dining/learning area and promote environmental education to students' families. Those goals were achieved in a variety of way, including: 20 adults and teens donated more than 80 hours to cleanup the school's courtyard by replanting planters, prepping a fountain for painting and cleaning up the area. The school's Green Team provided classrooms with recycling containers and continues to make bi-weekly pickups. The creation of a dining/learning area became an Eagle Scout project.

## **High School**

### **Alden Road Exceptional Student Center**

Alden Road students, all with special needs from profound mental and physical handicaps to intellectual disabilities, demonstrate everyday through many special projects, their environmental commitment to the school and community. Students maintain the grounds, rake, mow and plant shrubbery and keep sidewalks and parking area free of debris. They proudly compost yard waste and built structures to accommodate classmates in wheelchairs. They clean and maintain the facilities, even vacuuming carpets. Students even melt down and mold old crayons into fun shaped new crayons. The school won the 1<sup>st</sup> runner up award for the DCPS "Green Champions Program."

## **College/University**

### **Florida Coastal School of Law**

Florida Coastal School of Law students, many not from Jacksonville, have demonstrated their commitment to the local community via a number of community service projects in 2010. In February, the Young Lawyers Division of the Florida Bar sponsored the "Raising the Bar Event" at the Clara White Mission and the Lavilla School of Arts. Students worked with local attorneys, judges and law firms to plant flowers and trees and pick up litter in downtown Jacksonville. The school also participated in the International Coastal Cleanup. Additionally, the Environmental Law Society, a student-run organization at FCSL, promoted environmental education.

## **Organization**

### **WJCT**

Understanding that participation with the Keep Jacksonville Beautiful cleanups can have a big impact on the environment, WJCT staff have participated in the St. Johns River Celebration and International Coastal Cleanup for years. Staffer Sherry Spearman has been the site captain for the cleanup at Blue Cypress Park in Arlington, recruiting about 100 volunteers, including families and local scout groups. WJCT has also supported KJB through in-kind donations of radio air time for public service announcements and has done radio interviews with KJB chairs about the organization's annual fund-raisers and other activities. WJCT's assistance has contributed to KJB's success.

## **Government**

### **Duval County Public Schools**

In January 2010, DCPS launched the Green Champions program. The initiative was designed to make schools more sustainable by promoting energy and water conservation and recycling. District wide, volunteers were asked to "champion" green activities with three objectives: save money by eliminating waste, conserve natural resources and incorporate sustainability into students' curriculum. Within the first few months, more than 100 schools signed up. Today nearly every one has at least one Green Champion—more than 150 in all. Green Champions partners with other organizations to discuss obtaining free resources, such as grants and on-line lessons, to enhance the program.