



Literally Speaking

WINTER 2009

A PUBLICATION OF KEEP JACKSONVILLE BEAUTIFUL
& THE CITY OF JACKSONVILLE'S CLEAN IT UP, GREEN IT UP

Keep Jacksonville Beautiful Commission

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Happy New Year!

These are exciting times for the Keep Jacksonville Beautiful Commission and the City of Jacksonville's Clean It Up, Green It Up office. National recognition, a new sponsorship package and an upcoming Super city-style cleanup has the place abuzz.

Last month, the City and KJB were honored at the annual 2008 Keep America Beautiful convention in Washington D.C. for taking first place in the national organization's Rogers Awards competition for the production of anti-litter campaign public service announcements, titled "Keep Your Butts to Yourself."

The two, 15-second television PSAs were the brainchild of Renee Brust, Special Assistant to Mayor John Peyton, and produced by Spectrum Films of Jacksonville.

To view the spots, go to www.myspace.com/keepjacksonvillebeautiful.

One of the spots features an attractive, smoking female pedestrian who catches the attention of a handsome passerby after she flicks her cigarette on the ground. After passing, he turns around, taps her on the shoulder and puts her discarded cigarette in her coffee. As the camera rises, the voiceover says, "Keep your butts to yourself."

The second spot highlights a picnicker who gets more than condiments on his cheeseburger after the chef spots him throwing his butt on the park ground.

"This is something to be proud of," said KJB Chair Lynn Thompson. "Hundreds of other organizations compete for this award every year, and not everyone wins."

In fact, KJB and the City took second place in 2007 for PSAs produced as part of the anti-litter campaign, first place in 2003 and second place in 2005.

The 2008 spots were part of a campaign that included ads on the inside of city buses, billboards and TV air time.

A just-off-the-shelf partnership package that will be rolled out by the commission this month, is another exciting activity of the KJB.

After nearly a year in the works, the program provides individuals, families, businesses and organizations with the opportunity to join in KJB's fight of the blight by showing support through financial and in-kind donations.

"This is a great chance to show support for your community," explained KJB's Partnership & Fundraising Committee Chairman Kevin Gartland. "There are a number of levels in which folks and businesses can get involved and a number of benefits they receive for their involvement," he said. (Please see article on the next page.)

Another opportunity for community involvement will be the "Shine in '09" citywide cleanup scheduled Saturday, May 16.

Past president and KJB member Anna Dooley, who got the thumbs up from Mayor John Peyton and the Commission, said it's been a few years since the Super city Cleanup in 2005 when hundreds of volunteers turned out to spruce up Jacksonville before the Super Bowl.

"I think it's about time that we do something like this," Dooley said, adding that she hopes the event will prompt communities around Duval County to organize new or continue cleanups."

As the new year unfolds with the hope and excitement it brings, we wish you and your family a clean, green, beautiful year!—Daniel Durbec, newsletter editor



Who we are

The Keep Jacksonville Beautiful Commission is a mayoral-appointed board of 28 members who oversee cleanup and beautification activities in conjunction with the City of Jacksonville's Clean It Up, Green It Up program.

Programs include community cleanup support, education and outreach, annual community-wide cleanups such as the St. Johns River Celebration and Florida Coastal Cleanup, and the Adopt-A-Road



KJB would like to thank our corporate sponsors

Gold Level Partner



Silver Level Partners



Attention
K – 3 Teachers

Free anti-litter DVD educational packages are available.
Call Clean It Up,
Green It Up
630-3420

KJB offers partnership opportunities

Are you tired of seeing litter around town? Would you like to do something about it? Now is your chance to join the all-volunteer Keep Jacksonville Beautiful Commission in its efforts to keep Jacksonville beautiful by becoming a KJB member or sponsor. Just call Vivian Harrell at 630-3420 for more details about these opportunities:

Supporting KJB at the Platinum Partner Level (\$5,000 and up)

Supporting KJB at the Gold Partner level (\$2,500 - \$4,999)

Supporting KJB at the Silver Partner level (\$1,000 - \$2,499)

Supporting KJB at the Bronze Partner level (\$500 - \$999)

Supporting KJB at the Friend Level (\$100)

Supporting KJB at the Family level (\$35)

Supporting KJB at the Individual level (\$25)

Making a contribution in any amount

Other ways to fight the blight and lend a hand

- () Schedule a KJB speaker to talk at your next event.
- () Sponsor a cleanup in your community.
- () Sponsor an educational effort.
- () Sponsor a cleanup. (provide drinks, lunch, snacks)
- () Adopt a road.
- () Join in a cleanup.



- () Donate supplies for a cleanup.
- () Learn more about Keep Jacksonville Beautiful Awards.
- () Serve on the KJB Commission. To find out more about sponsorship and membership opportunities, and how you can make a

difference, call 630-3420 or go on line to coj.net (search on KJB).

WELCOME!



New Adopt-A-Road Groups
Harmony United Methodist Church Ladies Auxiliary for the VFW 7909 U.S. Coast Guard ESD Mayport Wise Masterbuilders

Adopt-A-Road Groups Report Your Results

Have you reported your Adopt-A-Road cleanup results?

Getting the information to Clean It Up, Green It Up is easy.

You can:

Email them to us at cleanupvolunteers@coj.net; or

Call them in to the Clean It Up, Green It Up office, 630-3420; or fax them to 630-7206.

Whether you e-mail, phone or fax, us, please do it soon after each cleanup.

If you haven't reported your cleanups for awhile, start 2009 on the right foot.

We'd love to hear from you!

Contact us today.



Spotlight on



By Jeff Hancock, Process Improvement Manager

WhiteWave Foods Corporation recently added sustainability as one of our core values; we at the local level took off and ran with this opportunity to have a positive difference in our community. The environment has always been a priority of the company as seen with our organic & natural *SILK* soy beverages as well as our purchase of green tag credits that offset 100% of the electricity used to produce our products.

Sustainability is defined as "meeting the needs of the present without compromising the ability of future generations to meet their own needs." With this as our starting point, we began developing our implementation strategy and quickly formed a cross functional team comprised of employees and management to begin brainstorming what we should target. As a result, the employees named themselves "Team Green Wave."

One of the first items identified was environmental cleanup and the Adopt-A-Road program. We participated in the International Coastal cleanup on September 20th, with a team of 51 employees, friends and family volunteers to help with the clean up of McCoys Creek Boulevard and Hollybrook Park. That event harvested more than 80+ bags of trash, two mattresses, two bikes, countless tires, and half a boat. This also led us to the adoption of McCoys Creek Boulevard. In the relatively short time that we have adopted this stretch of road, we have managed to collect more than 50 bags of trash, 22 tires, another bicycle, a table, and other "odd" items. The success and employee enthusiasm shown during both of these endeavors has led us to increase the number of times we patrol the area to every other week. Future plans include adding trash cans at bus stops along the roadway.

Other items that were targeted included a recycling program, water conservation and energy conservation. The recycling program has a goal of reducing our landfill impact by 75 percent in 2009 and is well on its way to accomplish that goal. Water conservation projects have begun to reduce the amount of water going to the drain between product changes, cleaning and batching by recovering the water and using it in other processes within the plant. Big wins have been seen with our energy conservation activities. We were able to redesign and repair several areas of our compressed air system to eliminate the use of one air compressor and reduce the run time of the remaining two. Our steam system was also assessed and repaired to reduce run times, and an economizer project is planned in 2009 with the hopes of even further natural gas savings. T8 lighting conversion projects are planned over 2009 & 2010.

We would encourage any company, organization, or individuals wanting to make a difference today and for future generations to get involved with the Adopt-A-Road program. Our payback has been surprising. We expected to gain a sense of pride by improving the community, but we also discovered that great relationships were established with all of the employees, management and their families. Our employee base is very diverse and they come from many walks of life, but one thing that we all have in common is that we live on the First Coast and we all want to make it the Best Coast.



Jacksonville City Councilman Warren Jones, third from left, poses with WhiteWave Plant Manager John Jennings (holding certificate) and his management staff at the group's sign installation at McCoys Boulevard and Stockton Street on Dec. 8.

Calendar of events

Cleanups

March 21. *St. Johns River Celebration*

Meetings

Feb. 25 10:30 a.m.
KJB Commission
Mayor's Conference
Room 4th Floor, City
Hall, 117 W. Duval St.

March 4 11:30 a.m.
Projects Committee
1321 Eastport Road

For more information
about Keep Jacksonville
Beautiful or Clean It
Up, Green It Up, visit
www.coj.net keywords
Keep Jacksonville
Beautiful.

We can also be found
on
MySpace: www.myspace.com/keepjacksonvillebeautiful.

Or call 630-3420

St. Johns River Celebration slated for March 21

Save the date.

The 2009 annual event marks its 14th year. Join other volunteers to collect litter and debris from multiple sites across Duval County.

Site captains will be on hand to register volunteers and provide cleanup supplies.

This event provides an opportunity for students to satisfy community service requirements and scouts may earn badges for two volunteer hours at the cleanup.

Pre-registration not required. Volunteers 18 and younger must be accompanied by an adult.

To learn more, call Clean It Up, Green It Up at (904) 630-3420
or visit our website, www.coj.net, key words: *St Johns River Celebration*.

Scenes from SJRC 2008

