

Spotlight on WhiteWave Foods New Adopt-A-Road Group

By Jeff Hancock, Process Improvement Manager

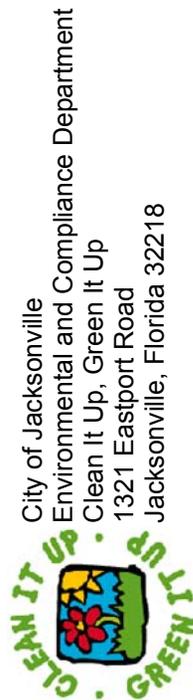
We at WhiteWave Foods, both locally in Jacksonville and as a corporation, have recently added sustainability as one of our core values. During the rollout several employees brought up



points about community involvement. With these ideas and the enthusiasm of the entire team we decided that not only did we need to participate in the Adopt-A-Road program, but also wanted to do all we could to help the environment within the community that we work.

Team "Green Wave" has in a relatively short period of time participated in the McCoy Creek and Hollybrook Park cleanup, started a recycling program with the expectation that it will reduce our landfill impact by 75%, and began several water and energy conservation projects.

Our first project was to participate in the worldwide cleanup day on September 20th, despite the flooding rain. In fact, McCoy Creek Boulevard was flooded. We had 51 employees, friends, & family members participate, many of whom had worked the last several weekends and on our second and third shifts the night before. We were able to collect 80+ bags of trash, half of a boat, two mattresses, two bikes and countless tires. Several employees decided to walk down King Street back to our facility and pick up more trash along the way, and they were able to collect an additional three bags of trash. Everyone who participated was overwhelmed by the amount that we were able to collect as a team and all are eager to do it again.



Literally Speaking ...

FALL 2008

"Autumn, the year's last, loveliest smile,"—William Cullen-Bryant, American Writer 1794-1878

Friends and Dedicated Volunteers

They're as ubiquitous as Hannah Montana, but not as cute.

Literally thousands of them lay around on sidewalks, in gutters, in planters, stinking up the environment, posing a danger to birds that mistake them for food and creating an eyesore.

Cigarette butt litter has been rated the number one item collected at the annual International Coastal Cleanup, a worldwide event in which volunteers catalogue junk that goes onto the ground and into our waters.

In an effort to stem the tide of butts that are ending up around City Hall on Duval



One of six ash receptacles placed around Hemming Plaza and City Hall by Keep Jacksonville Beautiful.

Street and the adjoining Hemming Plaza, the Keep Jacksonville Beautiful Commission, in cooperation with the City of Jacksonville, has installed six ash receptacles around the downtown park and City Hall.

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(Continued from other side.)

The cylindrical ash cans are funded by a \$1,500 contribution from Keep America Beautiful, of which KJB is an affiliate.

The grant mandated that a pre-cigarette litter scan be conducted prior and after installation of the cans.

KJB Commission members Larry Figart, Susan Harrell, Cissy McNamara and John Shellhorn, Duval County Watershed Action Volunteer Coordinator Felicia Boyd, WAV volunteer Sarah Nann and Clean Up It, Green It Up staff Dan Durbec and Vivian Harrell conducted two pre-scans collecting nearly 7,000 cigarette butts. The first scan included The Ed Ball Building and City Hall only, the second, held Sept. 8, included City Hall and Hemming Plaza.

Another scan is scheduled for Oct. 17 at Hemming Plaza and around City Hall to see if the new ash receptacles have made an impact.

Join Us!

Would you like to help keep Jacksonville beautiful?

You or your organization can help by supporting the



Keep Jacksonville Beautiful Commission's beautification initiatives and programming.

The KJB Commission is working on a sponsorship and partnership program that will provide plenty of opportunities at various levels to support the good work this group of mayoral appointed volunteers is doing to make our neighborhoods a better place to live.

Look for more information in our upcoming newsletter, or on line at www.coj.net. Search on KJB—Dan Durbec, Community Activities Coordinator

Adopt-A-Road Fees Change

In an effort to keep pace with the cost of manufacturing, installing and maintaining Adopt-A-Road signage, the Keep Jacksonville Beautiful Commission increased the



fees that businesses pay starting Oct. 1, 2008.

Businesses and for-profit organizations will pay a one-time initiation donation of \$550 (an increase of \$250) and annual renewal fees of \$75 (an increase of \$25).

Non-profit groups, schools, churches and civic organizations are not charged a fee for signage. They have not been charged since the

program began more than 20 years ago.

Prior to the increases, the one-time donation and annual renewal fee for businesses did not cover the entire cost of installing and maintaining the two Adopt-A-Road signs that are erected at both ends of the one-mile adopted city roadway. The average cost of two signs is \$500.

The rate changes do not affect existing groups.

We're Going Online

The Literally Speaking quarterly newsletter will be going online with our January 2009 issue. Downloadable versions will be available at our website:

www.coj.net, Search: Clean It Up.

We'll mail out issues only to those who request them by calling our office: 630-3420



International Coastal Cleanup

The Jacksonville Coastal Cleanup, a city-wide volunteer effort hosted by the City of Jacksonville was a success.

The City of Jacksonville's Clean it Up, Green it Up/Keep Jacksonville Beautiful initiative invited residents to participate in the 2008 Jacksonville Coastal Cleanup event on Saturday Sept. 20, providing volunteers with an opportunity to help beautify the city's shorelines, as part of the Ocean Conservancy's 23rd Annual International Coastal Cleanup.

Individuals, families, students, scouts, businesses and other organizations worked together to collect litter in rainy and windy conditions. In total, 587 volunteers contributed 1,288 hours, and collected 16,340 pounds of litter — over 8 tons.

The Ocean Conservancy's International Coastal Cleanup has historically been the largest and most successful volunteer event of its kind. Since 1999, 3,477 event volunteers have logged 8,282.75 hours and have collected 117,120 pounds of litter.

Clean It Up, Green It Up assisted Jacksonville volunteers in cleaning and protecting the environment by eliminating debris that injures wildlife, contaminates beaches and waterways, and threatens boater safety.

Spearheaded by the City's Environmental and Compliance Department/Clean It Up, Green It Up and Keep Jacksonville Beautiful, the event was a partnership with Henry Schein, Inc., Coca-Cola of Jacksonville, Starbucks, Wal-Mart, Krispy Kreme Doughnuts - Atlantic Blvd., Montgomery Correctional Facility, City of Jacksonville Parks, Public Works, Public Buildings and Solid Waste Departments and Duval County Public Schools.

Cleanup sites were staffed by Mayport Navy personnel, The Haskell Company, Beaches Sea Turtle Patrol volunteers, Surf Rider Foundation volunteers, Jacksonville Reef Research Team, WJCT, Henry Schein, Inc., Friends of the Park, FCCJ-Kent & North campuses, Watershed Action Volunteers, Team Players Jax, WBOB Radio, 1320 AM and Talbot Island Park staff.

