



Keep Jacksonville Beautiful Commission

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Literally Speaking & the City of Jacksonville's Clean It Up, Green

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Volunteers clean newest urban kayak launch site

The site is among several unveiled by Mayor Brown

A group of Clean It Up, Green It Up/ Keep Jacksonville Beautiful volunteers lent a hand in late June to help prepare one of Mayor Alvin Brown's first urban kayak launch sites along the banks of Hogan Creek at Catherine Street in downtown Jacksonville.

Seventeen volunteers, including Jacksonville Jaycees and Riverside residents, helped to ready the site for local kayakers by spending a day to collect some 50 bags of litter. They even fished from the creek a shopping cart, a pair of vehicle tires, and palm fronds and removed clothing that was embedded along its bank.

The project was a corroborative effort between several city departments and organizations. The Florida Department of Transportation recruited its contractor, DBI Services, to help clean and mow; the City's Mosquito Control Division, sprayed twice for mosquitos and the Public Works Department picked up and disposed of the bags and debris.

Located at the end of Catherine Street, the kayak launch site is part of Mayor Brown's initiative begun last December called People + Parks Connection, which is designed to get residents out and about in



The city's newest urban kayak launch site at Hogan Creek at Catherine Street in downtown Jacksonville is ready for use.

Jacksonville parks; to hike new and improved park trails, swim safely in Jacksonville pools, rivers and beaches and launch kayaks and canoes from newly designated sites.

The mayor held a press conference on June 29 at Tillie K. Fowler Regional Park and noted that the City's 10 newly designated kayak/canoe launch sites on the St. Johns River, its tributaries and the Intercoastal Waterway would provide necessary access for residents to be able to get out on the water and enjoy Northeast Flori-

da's key natural resources and what amounts to a gigantic water park.

Recreational access to Jacksonville's waterfronts is equally important to small businesses that provide equipment and services for outdoor recreation and ecotourism, he noted.





WELCOME!

New Adopt-A-Road Groups

- ◆ First Coast Order of DeMolay
- ◆ Ft. Caroline Episcopal Church
- ◆ In Memory of Spencer Valaer Landmark Middle School
- ◆ West Jacksonville Civic Club
- ◆ Whole Foods Market

Thank you!

In 2011, 3,443 Adopt-A-Road volunteers donated 5,684 volunteer hours to pick up 30.8 tons of litter, trash and debris, saving the city—and taxpayers—\$123,854?

So, if you're an Adopt-A-Road volunteer, take a bow.

And if you're not, call 630-3420 to find out how you too can be one.

Spotlight on

Whole Foods Market

Whole Foods Market is doing its part to keep Jacksonville beautiful by adopting Hartley Road through the Adopt-a-Road program. Store leadership anticipates that all 155 team members will take part in the clean-up efforts on a monthly rotation.

"Whole Foods Market is dedicated to caring for our community and the environment, so when we got the news that we could adopt Hartley Road, we jumped at the chance," said the store's green mission specialist, Heather Olsen. "This is something our team members have been asking for since our store opened on San Jose Boulevard in December 2008."

The store's commitment to respecting and protecting the environment doesn't end there.

In addition to the store's efforts to keep Hartley Road clean, Whole Foods Market supports a number of our area's eco-focused initiatives such as the St. Johns River Keeper, Girls Gone Green and Friends of the GTM Reserve.

"Supporting wise environmental practices is part of our core values and strengthens our commitment to be a leader in environmental stewardship," continued Olsen. "We're honored



Keep Jacksonville Beautiful Commissioner and City Council Member Matt Schellenberg present a certificate of appreciation to Adrienne Cartagena and Heather Olsen of Whole Foods Market for the company's participation in the City's Adopt-A-Road program.

to support our community in this way."

The group collected more than 50 pounds of trash during its first outing on a recent Friday afternoon.

"We were surprised at the amount of debris that littered our mile stretch of road," said Olsen. "But it was a huge sense of accomplishment to look at those full bags

and immediately see the impact our efforts had made."

When asked if she would recommend that other organizations follow suit by adopting area roads, Olsen responded enthusiastically.

"Absolutely," she exclaimed. "It's a fun and powerful way to impact the community and make your corner of Jacksonville a more beautiful place to live, work and play."

Surf was really up at annual International Surfing Day clean up

Pre-Tropical Storm Debby winds that whipped up heavy surf didn't keep about 70 people from spending an hour picking up litter along the Jacksonville Beach on June 20th during the annual International Surfing Day cleanup.

Normally held on a Saturday, this year's event, a partnership with First Coast Surfrider Foundation and the City's Clean It Up, Green It Up office, was held on a Wednesday evening so surfers could enjoy a sunset paddle out to sea following the cleanup.



Keep Jacksonville Beautiful Commissioner John Shellhorn distributes supplies to a young volunteer at the annual International Surfing Day cleanup June 20th at the beach and 16th Avenue South in Jacksonville Beach (left) while a family picks up trash along the beach.

KJB's Cigarette Litter Prevention Program Continues

Keep Jacksonville's ongoing battle with cigarette butt litter got a boost recently with three Keep America Beautiful grants totaling \$3,000 as part of the organization's Cigarette Litter Prevention Program (CLPP).

Keep America Beautiful, of which Keep Jacksonville Beautiful (KJB) is an affiliate, also donated \$5,000 worth of portable and auto ashtrays to help keep butts off of city streets, parks and beaches.

Keep Jacksonville has won funding from the program since 2007 to purchase and install cigarette receptacles where cigarette litter is prevalent. The current funding is part of the CLPP Expansion Program.

As required by the KAB grant, cigarette litter scans were conducted, including two in late June with astounding results.

On June 23rd, 26 volunteers, consisting of Bank of America volunteers, University of North Florida students, Riverside residents, and a local business owner, picked up 8,174 cigarette butts in a one block area of Park Street between the 100 Park Street near the Five Points marker and the traffic signal at Post and Park streets.

It took volunteers just one hour to collect those butts. They also picked up four bags of litter.

Local business Hawthorn Salon is credited with donating \$119 to pay for shipping two of the BaitTank receptacles used in the program. The local business will be recognized for their contribution with a plaque on receptacles, which will be located on Park Street near their Five Points shop.

That same day, four volunteers from the Bank of America conducted a cigarette scan at the Metro Park Marina. They bagged far less than their peers in Riverside—just 134 cigarette butts.



These and other volunteers picked up 8,174 cigarette butts in just one hour in Riverside.



Jim Stracke and Lea Las-kowitz, of Hawthorn Salon of Five Points pose with the BaitTank cigarette butt receptacle.



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