



Literally Speaking

FALL 2010

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

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Keep Jacksonville Beautiful wins awards

Keep Jacksonville Beautiful took top honors in the 2010 Keep America Beautiful Awards competition with first place wins in the organization's Affiliate Awards and Cigarette Litter Prevention Program Awards categories.

This is the first time that KJB took two first place awards in the national competition in which hundreds of affiliates compete for the coveted awards. Last year, KJB was honored at the organization's conference in Washington, D.C., with a Distinguished Service Citation for its outstanding litter prevention program.

And in 2008, KJB took first place at the national conference for its "Keep Your Butts to Yourself" public service announcements.

"You might say that we kicked butt," joked KJB Chair Chris Buckley upon hearing the news in late October. "From what I understand, these awards are given to organizations that are in the vanguard of improving the quality of life in a community while also protecting its environment."

The Affiliates Award application required applicants to draft an executive summary describing an organization's litter prevention, beautification, recycling and community involvement efforts.

Keep Jacksonville Beautiful has coordinated a host of activities, ranging from the production of the PSAs, the Adopt-A-Road program, internet expansion to Myspace and YouTube, community cleanups and partnerships with a variety of sponsors and friends ranging from Citi, the Home Depot Foundation, Paper Retriever, Waste Management and others to its on-going Keep Your Butts to Yourself campaign.

That campaign, launched in 2007, is aimed at changing social behavior and reducing the amount of cigarette litter. It was recognized by KAB when it was expanded through a variety of activities.

Those activities included enlarging the campaign to include placing ash receptacles at high volume pedestrian areas, such as at the Rosa Parks transfer station downtown, at parks and tourist areas. Receptacles were purchased with KAB grant money.

Over the past three years, KJB volunteers conducted multiple cigarette litter scans to determine if an area required receptacles. In fact, Jacksonville volunteers bagged more than 15,502 pieces of cigarette litter.

KJB partnered with a number of stakeholders, including Downtown Vision, Inc., whose ambassadors provided downtown smokers with free pocket ashtrays, supplied by KJB.

--Daniel Durbec, Newsletter Editor



Calendar of events

Meetings

Oct. 27

11 a.m.
Keep Jacksonville
Beautiful Commission
meeting
Mayor's Conf. Rm

Nov. 10

10 a.m.
KJB Public Relations &
Education, Partnership
Committee
City Hall Conf. Rm 2C

Nov. 10

Partnership &
Fundraising Committee
City Hall Conf. Rm 2C

Dec. 8

Keep Jacksonville
Beautiful Commission
meeting

Jan. 22

KJB 2nd Annual
Fundraiser at the
Atrium in City Hall, 117
W. Duval St.

Call 630-3420 for
ticket and other
information.

Opportunities

**Does litter bug you?
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 630-3420
for more details.

Coastal Cleanup a Success

The Jacksonville Coastal Cleanup, a city-wide volunteer cleanup hosted by the City of Jacksonville on Saturday, Sept. 25, was a great success.

The City of Jacksonville's Clean it Up, Green it Up/Keep Jacksonville Beautiful initiative invited residents to participate in the 2010 Jacksonville Coastal Cleanup event providing volunteers with an opportunity to help beautify the city's shorelines as part of the Ocean Conservancy's 25th Annual International Coastal Cleanup.

Individual residents, families, students, scouts, businesses and other organizations collected litter during the morning. Together, 922 volunteers contributed 1,817.5 hours, and collected 21,060 pounds of bagged litter— more than 10 tons! The volunteers collected 109 tires.

Since 1999, 4,972 event volunteers have logged 11,293.25 hours and have collected 149,060 pounds of litter through this annual event. The miscellaneous/ heavy items collected are not included in the weight.

Worldwide, thousands volunteered in collecting millions of pounds of litter and debris on inland roadsides, coastal areas, inland lakes and rivers. Jacksonville volunteers clean and protect 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 the Keep Jacksonville Beautiful Commission, the event is a partnership with the Department of Recreation and Community Services, the Department of Public Works/Solid Waste Division and the Public Information Office Henry Schein, Inc. provided ICC water bottles for the volunteers. Southland Waste provided recycling bins for the site captains. Waste Pro of Florida provided roll-off dumpsters. Florida Inland Navigation District provided t-shirts for the volunteers.

Cleanup sites were staffed by Mayport Naval Station and NAS Jacksonville personnel, Beaches Sea Turtle Patrol, Florida Coastal School of Law students, Jacksonville Reef Research Team, WJCT staff, Henry Schein, Inc., "Friends of the Park," Keep Jacksonville Beautiful Commissioners, the St. Johns Riverkeeper volunteers and Lincoln Villa Community Association NW.

International Coastal Cleanup Record

1999-2010

Year	Volunteers	Volunteer Hours	Bags of Litter	Pounds of Litter
1999	219	657	224	4,480
2000	415	1,175	727	14,540
2001	146	412	226	4,520
2002	417	1,036	1,777	35,540
2003	361	969	357	7,140
2004	306	709	225	4,500
2005	238	669	344	6,880
2006	328	545	436	8,720
2007	460	822.5	723	14,460
2008 (rain)	573	1,288.25	817	16,340
2009	587	1,193	544	10,880
2010	922	1,817.5	1,053	21,060
Total	4,972	11,293.25	7,453	149,060

Totals do not include miscellaneous or heavy items.



Terry Parker HS JNROTC

WELCOME!



New Adopt-A-Road Groups

- * Sea Star Line/Spectrum Logistics
- * Pepsi Beverages Co.
- * Zeta Phi Beta Sorority, Inc.

It's Easy to Adopt a Road

Want to help keep Jacksonville beautiful? Adopt a one-mile stretch of City of Jacksonville roadway, commit to clean it for a year and present your clean up "stats" to our office and you will receive: free clean up supplies and a sign at both ends of your one-mile adopted roadway. (Note: there is an initial fee and renewal fee for businesses, but no fee for non-profit groups, schools, churches and some organizations.)

Find out more at coj.net, search Adopt-A-Road and download an application.

Or call Dan at 630-3420.



By Melanie McCoy, Manager Import/Export Services, Sea Star Lines/Spectrum Logistics

Our group became involved in the Adopt-A-Road program to be part of keeping our city beautiful.

We loved the idea that we could help keep Jacksonville clean, plus we are able to get some exercise, fresh air and build team spirit at the same time.

Sea Star Line and Spectrum Logistics company culture is a strong supporter of volunteerism and community support. We have 10 – 15 people who volunteer for each cleanup.

Our first cleanup was on Saturday, Oct. 2. We had 14 volunteers and beautiful weather. Who knew picking up debris would be so much fun and a terrific teambuilding experience!

Our expectations have been exceeded with our partnership with the City of Jacksonville and Keep Jacksonville Beautiful. Dan Durbec has done an amazing job keeping terrific lines of communication open and keeping us informed of progress on our sign installation. The City of Jacksonville has made it very easy and convenient for our group to participate.

During our first cleanup, we found lots of plastic bottles, plastic caps and empty wrappers. The oddest thing we found was a leopard print high heel shoe.

Sea Star Line and Spectrum Logistics encourages everyone to participate in the Adopt-A-Road program. It is a great way to be part of the community and saves our city tax dollars.

Being safe on the road is key to a successful cleanup.

Be aware of your surroundings and watch where you're stepping.

We had a safety meeting prior to our cleanup, which was very helpful.

Adopt-A-Road Groups Help Keep Jacksonville Beautiful, Save \$\$\$

There's no doubt that Adopt-A-Road groups like Sea Star Lines/Spectrum Logistics help to beautify and save the City of Jacksonville thousands of dollars each year by removing unsightly litter from Duval County roadways.

In fact, during the period Oct. 1, 2009, to Sept. 30, 2010, Adopt-A-Road groups donated 5,986 hours of their time to pick up nearly 3,000 bags of litter and 102 tires from the city's rights-of-way. That's a savings of about \$60,000 to taxpayers!

Reset Your Sprinkler and Your Clock Nov. 7



When you set your clock back one hour on Sunday, Nov. 1 for Eastern Standard Time, don't forget to reset your irrigation system too.

The city's 2-year-old irrigation ordinance restricts lawn and landscape irrigation to no more than one day a week from Nov. 7 to March 13.

The restriction is designed to conserve Jacksonville's water supply and reduce the amount of nutrients flowing into the St. Johns River. The ordinance limits watering to one day a week during the five months of Eastern Standard Time, which are the cooler months of the year.

Between November and March, lawns and landscapes need less water to thrive.

Residential properties with an address that ends in an odd number may water on Saturday and those addresses which end in an even number may water on Sunday.

Non-residential irrigation is permitted only on Tuesday.

Watering is allowed only before 10 a.m. or after 4 p.m. year-round. Some exceptions to the restrictions apply, such as using a hand-held irrigation tool, micro-irrigation systems, maintenance and repair or watering to establish new landscaping.

Violators of the irrigation schedule and fertilizer ordinance requirements may be issued a warning or a ticket (\$50 or \$250) or be subject to other enforcement.

Lawn watering will resume to two designated days per week beginning March 13, 2011.

To learn more about the restrictions, visit the city's Environmental and Compliance Department at www.coj.net key word search "irrigation," or visit the St. Johns River Water Management District at www.sjrwmd.com/wateringrestrictions.

Duval County residents are also reminded that the University of Florida Extension program offers Florida-friendly landscaping programs and assistance.

The Florida Yards and Neighborhoods program provides educational outreach opportunities to homeowners, landscaping professionals, builders and developers on low maintenance and native plants and environmentally sustainable practices to enhance landscapes while reducing water consumption and saving money, time and energy.

To learn more, or register, visit <http://fyn.ifas.ufl.edu>, or call (904) 387-8850.



Restaurant's Birthday Benefits KJB

Keep Jacksonville Beautiful will be the beneficiary of a five day promotion by the local restaurant, Ted's Montana Grill. From Oct. 5 to 10, an unspecified percentage of sales from the company's Orange Park and Town Center stores were slated to be donated to KJB. The donation had not been made at press time.

The promotion is part of the restaurant chain's five-year anniversary. The restaurant was founded in 2002 by media mogul Ted Turner and his business partner George McKerrow Jr.

Sponsorships Available

If you or your company would like to sponsor an event such as this one, please call us at 630-3420.

Some Energy Saving Tips for Autumn

Most heat escapes from a home's doors, windows and even electrical outlets. To reduce that loss and save energy and money, seal around doors and windows.

If your home has single-paned windows, add some storm windows to cut heat loss by as much as 50 percent.

To save even more, replace those windows with double-paned glass windows that are even more energy efficient.

Reduce heat loss from outlets, light switches and fixtures by installing foam gaskets behind them.

Check under your sink to see if the holes where pipes come into the cabinet are larger than the pipes. Use spray foam to fill the holes and reduce heat loss.

Check your water heater's thermostat. It should be set between 120 degrees Fahrenheit and 130 degrees Fahrenheit. If you're going to be away from home for two or more days, turn it off. You might even consider adding an insulation jacket around the tank. That will save you money too.

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