



Literally Speaking

SUMMER 2010

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

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Change of command

The Keep Jacksonville Beautiful Commission had a change of leadership recently when member Chris Buckley was elected as Chair, replacing Lynn Thompson.

Ms. Thompson, who headed the Commission's Education and Public Relations Committee before becoming Chair two years ago, stepped down to devote more time to her business, Thompson Writing and PR.

During her tenure, Thompson was instrumental in moving the Commission forward by spearheading such projects as the creation of a much-needed sponsorship packet, and helping launch the inaugural annual Jake Godbold Awards event, held the first time last January at City Hall.

Ms. Thompson also worked diligently to heighten publicity for the Commission and its activities and coordinated with local media outlets throughout her time as chair. Ms. Thompson will be recognized at the July 30 Commission retreat for her tireless efforts and commitment.

Ms. Buckley, who heads the Teacher Supply Depot, has been a Commission member since 2007 and is active on a number of Commission activities as well as the annual Earth Day event held at Jacksonville Landing.

Ms. Buckley looks forward to leading an organization that has a rich history of improving Jacksonville's landscape through its beautification, education and litter abatement activities and programs.

International Surf Day

There wasn't much surf, but there were spirited volunteers at the beach cleanup held Saturday and Sunday, June 19 & 20 at Jacksonville Beach and Talbot Island.

The City of Jacksonville and KJB partnered with the First Coast Chapter of Surfrider Foundation to observe Surfing Magazine's International Surf Day.

On Saturday, Commissioner Sarah Nann and 18 other volunteers picked up debris at Blackrock Trail Beach. They bagged nearly 400 pounds of trash.

And despite it being Father's Day, some 50 volunteers, including dads, helped pick up about 500 pounds of rubbish along Jacksonville Beach the following day. Some even attended an after event party at Pacos's Mexican Grill where volunteers were treated to a free taco.

Stephanie Rousso, a volunteer who led the annual event, said she was grateful for everyone and appreciated those volunteers who gave up a few hours on dad's day to do something positive for the community.

Block By Block

When KJB member Anna Dooley relocated her Greenscape office from Emerson Street to Hendricks Avenue in San Marco in the historic City Hall Building, she was pleased to learn that one of her neighbors, Brunet-Garcia Advertising, Inc. was sponsoring block-by-block cleanups in the area.

The campaign, reviewed by the Commission at its June meeting, is simple: Ask folks to pick up trash on their block. Though this effort is focused mainly on the San Marcos neighborhood, organizers are looking to expand the initiative and have templates, artwork and T-shirts available for anyone looking to launch a similar program in their neighborhood.

To learn more about this initiative, log on to BlockByBlockJax.com.



--Dan Durbec, Newsletter Editor

Calendar of events

Meetings

July 14

10 a.m.
KJB Public Relations &
Education, Partnership
& Fundraising &
Projects committees
meeting
City Hall Conf. Rm 2C

July 16

Sustainability
Symposium
7:30 a.m. – 4:30
p.m.
UNF University
Center

August 25

KJB Commission
Meeting
11 a.m. Mayor's 4th
Floor Conference
Room, City Hall

Cleanups

September 25

International/Florida
Coastal Cleanup
check coj.net for
details

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.**

Jacksonville Turns Green



Did you know that Jacksonville has gone green? In September 2008, Mayor John Peyton via executive order, created the Office of Sustainability Initiatives.

The initiative, created within the City's Environmental & Compliance Department and staffed by KJB Commission member John Shellhorn, undertakes initiatives related to the management of energy, recyclables and waste materials and the protection of natural resources. Initiatives include a Sustainable Building Program (launched by Mayor Peyton in April 2009), Green Building and Energy Conservation, Vehicle Replacement and Operation, Materials and Waste Management, Water Conservation and Sustainability Maintenance Practices.

To date, the City has seen a number of successes so far, including:

- Established "set points" for heating and air conditioning in City-owned facilities;
- Began an energy audit of all City-owned buildings;
- Implemented a City of Jacksonville Vehicle Idling Policy on October 23, 2008;
- Beta tested Global Electric Motorcar (GEM) electric vehicles
- Established a vehicle pool at a central location;
- Established a Sustainability Initiatives website;
- Entered into contract for sustainability training for all City employees;
- Beta tested solar powered parking meters;
- Published and distributed a Paper Use Policy;
- Right-sized City's vehicle fleet—reduced the number of assigned vehicles by 70 in 2009;
- Secured the services of a "green" janitorial contractor;
- Installing Intelligent Transportation System (ITS) infrastructure;
- Enacted ordinance in July 2008 to limit landscape and lawn watering during Eastern Standard time;
- Enacted ordinance in 2008 regulating the use of fertilizer;
- Received the Florida Green Building Coalition GOLD certification, designating the City of Jacksonville a "Green City of Florida."

To help pay for similar initiatives, the U.S. Department of Energy's Office of Energy Efficiency and Renewable Energy awarded the city \$7.8 million. The funds, which came from the American Recovery and Reinvestment Act of 2009, or the federal stimulus program, will be applied to a variety of approved projects county-wide.

In upcoming issues of Literally Speaking, we'll tell you more about what the City is doing to "go green." You can learn more by going to www.coj.net, keyword: "Sustainability."

Meanwhile, here are a few tips to help keep your summer energy bills down. (Courtesy of JEA)

- Set your home's thermostat at 78 degrees F.
- Set your thermostat five to 10 degrees warmer when leaving home for more than an hour.
- Change your cooling system air filter every month.
- Use ceiling, table and floor fans with your AC. Turn them off when you leave a room.
- Ensure your indoor cooling vents aren't blocked.
- Keep the outside AC unit free from debris and blockage.
- Have your cooling system checked annually.

WELCOME!



New Adopt-A-Road Groups

- * Kara Tucker & Friends
- * John's Park Street Auto Repair
- * Springhill Missionary Baptist Church
- * TPC

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. No fee for non-profit groups, schools, churches and some organizations.)

Find out more: go to coj.net, search on Adopt-A-Road and download an app.

Or call Dan at 630-3420.



KJB Presents Awards

The Keep Jacksonville Beautiful Commission recognized several volunteers, businesses and organizations for their beautification and litter abatement efforts at the Mayor's Annual Environmental Luncheon on May 21, including an octogenarian who 20 years ago was instrumental in recruiting two organizations for the Adopt-A-Road program that are still active today.

Francis Padgett, 88, received KJB's Leadership Achievement Award for helping to keep roads in Arlington clean by enlisting the Arlington Senior Center Advisory Board and the Arlington Woman's club, two organizations that she helped create.

Prior to her "retirement" a few years ago, one of the group's mid-90-year-old members used to assist by driving alongside volunteers, giving them a rest in her car when they needed a break from the heat or cold.

Ms. Padgett was also recognized by the Jacksonville City Council, which lauded her with a resolution in March for her wide-ranging community volunteerism and her selfless service to the Arlington Community that she's called home for 50 years.

Others recognized at the annual luncheon included:

Patrick Evan McMillan, a KJB volunteer who also spends his volunteer time at the Clara White Mission and who conducts litter cleanups by himself. He received an Individual Award.

Sea Star Line received a Business Award for businesses with 150+ employees for implementing a number of green practices and providing a volunteer friendly environment for its employees.

Austin Outdoor took home a Business Award for businesses with 150 or fewer employees for work it did in partnership with KJB to beautify Paxon Middle School during a Professional Landscape Network Day of Serving during Earth Day in 2009.

Citi, a longtime KJB supporter, was awarded a Sustaining Excellence in Environmental Commitment Award for environmental work done by its employees over the past 14 years.

Several Duval County public schools also won awards, including **R.V. Daniels Elementary School**, which for the second year, captured the Elementary School Award; **Sandalwood High School** bagged the High School Award for its numerous on-and-off campus projects, including commitment to the Adopt-A-Road program; and **Ed White High School** also won a High School Award for the school's multiple approaches to litter abatement, beautification and recycling.

All three schools were awarded recycled benches.

Organizational Awards were presented to **Springfield Community Garden**, which transformed a former vacant lot into a sustainable food garden; and **Fresh Ministries** for its environmental work in East Jacksonville.

The Jacksonville Sheriff's Office apprehended an award for its Homeless Outreach Monitoring and Enforcement (H.O.M.E) program, started in 2008. This is the second year the program won an award for its work in eliminating homeless camps and helping the homeless.



KJB Chair Chris Buckley (center) speaks with R.V. Daniels principal Kimberly Dennis as teacher Susan Burns looks on during a presentation of a recycled bench to the school.

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The Doctor's Opinion Voice Band



Renda Broadcasting



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 Joanelle Murain—Great blue Heron Studios
 Jim Brown—Jim Brown paintings

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