



Literally Speaking

SPRING 2011

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

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Keep Jacksonville Beautiful honors man behind the Adopt-A-Road program—Gordon Boyer

The litter abatement program celebrates 25 years

The Keep Jacksonville Beautiful Commission recognized Gordon Boyer, whose idea to help rid Jacksonville roads of litter led to the creation of the city's Adopt-A-Road program 25 years ago, by presenting him with the organization's highest award at the Mayor's Environmental Luncheon last month.

Mr. Boyer was presented with the Leadership Achievement Award, which provides recognition for "outstanding, long-term contributions to the community in support of beautification activities which enhance community pride and improve the quality of life here in Jacksonville." It is instituted as a special award rather than as a standing annual category.

As the man in charge of taking citizens' complaints for the city in the early 1980s, he often received calls about litter. His recommendation that citizens form an organization to deal with the visual blight later led to the creation of the Adopt-A-Road program in 1986.

After retiring from the city, Boyer assisted the program by not only designing and manufacturing the familiar signs that highlight the litter abatement efforts of non-profits and businesses along city rights-of-way, but for decades has even counseled program administrators about the placement of signage to ensure participating groups' names are proudly spotlighted.

Mr. Boyer, who in addition served as an aide and advisor to two Jacksonville mayors, also promotes his beloved program through presentations, providing folks with historic personal perspectives on Jacksonville's beautification efforts. Mr. Boyer was among several individuals, businesses and schools to be recognized for their work in the annual competition.

Read all about KJB's winners in the pages below----Daniel Durbec, Newsletter Editor



Gordon Boyer speaks with KJB Chair Chris Buckley at the Mayor's Environmental Luncheon.

JEA offering Energy Upgrade Rebates

If it's time for you to make a home energy upgrade, or you'd like to know how energy efficient your home is, check out JEA's ShopSmart with JEA program at shopsmart@jea.com or call 1-877-862-7043 for details.

JEA offers several programs that can help reduce your utility costs.

Check out JEA's link and a list of others in this issue. They might not only save you money, but maybe even save the planet too.

Cigarette Litter Prevention Program Continues

Keep Jacksonville Beautiful is continuing its fight against cigarette litter.

Commissioners in February approved accepting a \$1,500 grant from Keep America Beautiful to purchase cigarette ash receptacles for the main library on North Laura Street, at the Riverplace JTA bus stop and at JTA's hub at Gateway Mall.

Seven volunteers conducted a pre-cigarette litter scan as required by the grant and picked up 1,571 butts.

After the receptacles are installed a post-scan will be done and stats provided to KAB.

KJB began tackling the problem of cigarette litter in 2008 when it joined KAB's Cigarette Litter Prevention Program. Since then, ash receptacles have been installed and reduced cigarette litter around City Hall, Hemming Plaza, the Ed Ball Building and JTA's Rosa Parks bus terminal on Union Street.

If you'd like more information about the program or wish to volunteer in similar events, contact us at 630-3420.

Lots of winners in Keep Jacksonville Beautiful Awards competition

With so many outstanding entries, judges of the annual Keep Jacksonville Beautiful Awards competition had a difficult time choosing winners.

After painstaking examination of them all, however, they narrowed them down to the following nine, including two individual awards.

The winners are:

Leadership Achievement Award

Gordon Boyer
(See story above)

Individual

Duncann Pullen

Duncann is passionate about litter prevention and cleaning up the environment and has participated in many Keep Jacksonville Beautiful cleanup events. He has served as site captain at McCoys Creek/Hollybrook Park cleanups, and consistently recruits other volunteers to pull out shopping carts from local creeks and tributaries. Duncann participated in the 2010 Cigarette Litter Prevention program, picking up discarded cigarette butts along Riverside Avenue, even while suffering from a medical problem. He also created birdhouses made from "snipe" signs illegally placed on City rights-of-way that were used as table centerpieces at the Keep America Beautiful Florida Affiliates Conference in Orlando.

Individual

Kate and Kenny Rouh

Kate and Kenny Rouh, who live at River Shore condominiums, consider Yacht Basin Park to be their front yard. The park, re-dedicated and re-named "Mom's Park" after former mayor Ed Austin's wife in early 2000, had fallen into disrepair when the Rouh's adopted it in 2008. Since then, they trimmed unkempt palm fronds, cut back 12-foot tall camphor trees and greenbrier thorns along an 80-foot stretch and planted flowers. They added an artistic touch with the installation of bird houses, birdbaths and wind chimes. Kate painted a graffitied gazebo with a koi pond fresca and recently benches were replaced.

Business

BB & T Bank of Downtown Jacksonville

BB & T Bank is recognized for donating thousands of dollars and volunteer hours to renovate, beautify and make accessible to students with learning and mobility issues the courtyard at Alden Road Exceptional Student Center. The courtyard was the only area where students could enjoy the outdoors but was not wheelchair accessible due to an old oak tree that had many roots above ground, lacked seating and was an eyesore. BB & T recruited an arborist to work with students to create a practical design that incorporates new paving material around the tree allowing access and installed benches and landscaping.

Elementary School

Hendricks Avenue Elementary School

Hendricks Avenue Elementary teaches its students about sustainability in a variety of ways: The school's PTA ecology group, parents and students maintain and improve the school's grounds with activities such as campus cleanup days several times a year; its Environmental Eagles Club promotes recycling on and off campus (the club recycled 22,340 pounds of classroom recycled paper last year) and distributes "green cleaner" to each classroom; and HAE partnered with Greenscape of Jacksonville and T & D Preventative Maintenance of JEA to promote Florida Arbor Month by planting eight trees on campus. They promoted their activities in a paperless newsletter.



*Hendricks Avenue Elementary School
Principal Robert Rhoads and students rest on the recycled
bench that the school won in the annual KJB Awards competition.*

Calendar of events

Meetings & Events

April 26

KJB Recycled Bench presentation to KJB Awards winner Kirby Smith Middle School. Kirby Smith Middle School, 2034 Hubbard St.

April 26

*5 p.m.
City Council Meeting
City Hall, 117 W.
Duval St., 1st Floor,
Council Chamber*

April 27

*11 a.m.
Keep Jacksonville
Beautiful
Commission
meeting, Mayor's 4th
Fl Conf Rm, City Hall*

April 30

*12 p.m. – 5 p.m.
10th Annual
Butterfly Festival
Tree Hill Nature
Center, 7152 Lone
Star Road
www.treehill.org for
more information.*

May 5

*9 a.m.
KJB Recycled Bench
presentation to KJB
Awards winner Alden
Road Exceptional
Student Center.
Alden Road
Exceptional Student
Center, 11780 Alden
Road*

Middle School

Kirby Smith Middle School

Kirby Smith Middle School's PTSA had an ambitious list of environmental projects in 2010: clean up the school's courtyard, participate in a classrooms-wide recycling program, create an outdoor dining/learning area and promote environmental education to students' families. Those goals were achieved in a variety of ways, including: 20 adults and teens donated more than 80 hours to cleanup the school's courtyard by replanting planters, prepping a fountain for painting and cleaning up the area. The school's Green Team provided classrooms with recycling containers and continues to make bi-weekly pickups. The creation of a dining/learning area became an Eagle Scout project.

High School

Alden Road Exceptional Student Center

Alden Road students, all with special needs from profound mental and physical handicaps to intellectual disabilities, demonstrate every day through many special projects, their environmental commitment to the school and community. Students maintain the grounds, rake, mow and plant shrubbery and keep sidewalks and parking area free of debris. They proudly compost yard waste and built structures to accommodate classmates in wheelchairs. They clean and maintain the facilities, even vacuuming carpets. Students even melt down and mold old crayons into fun shaped new crayons. The school won the 1st runner up award for the DCPS "Green Champions Program."

College/University

Florida Coastal School of Law

Florida Coastal School of Law students, many not from Jacksonville, have demonstrated their commitment to the local community via a number of community service projects in 2010. In February, the Young Lawyers Division of the Florida Bar sponsored the "Raising the Bar Event" at the Clara White Mission and the Lavilla School of Arts. Students worked with local attorneys, judges and law firms to plant flowers and trees and pick up litter in downtown Jacksonville. The school also participated in the International Coastal Cleanup. Additionally, the Environmental Law Society, a student-run organization at FCSL, promoted environmental education.

Organization

WJCT



Understanding that involvement with the Keep Jacksonville Beautiful cleanups can have a big impact on the environment, WJCT staff have participated in the St. Johns River Celebration and International Coastal Cleanup for years. Staffer Sherry Spearman has been the site captain for the cleanup at Blue Cypress Park in Arlington, recruiting about 100 volunteers, including families and local scout groups. WJCT has also supported KJB through in-kind donations of radio air time for public service announcements and has done radio interviews with KJB chairs about the organization's annual fund-raisers and other activities. WJCT's assistance has contributed to KJB's success.

Government

Duval County Public Schools

In January 2010, DCPS launched the Green Champions program. The initiative was designed to make schools more sustainable by promoting energy and water conservation and recycling. District wide, volunteers were asked to "champion" green activities with three objectives: save money by eliminating waste, conserve natural resources and incorporate sustainability into students' curriculum. Within the first few months, more than 100 schools signed up. Today nearly every one has at least one Green Champion—more than 150 in all. Green Champions partners with other organizations to discuss obtaining free resources, such as grants and on-line lessons, to enhance the program.

Sustainable Links

Check out these links for useful information:

(Courtesy of Sarah Boren, The Green Team Project)

JEA home energy incentives:

<http://www.jea.com/community/consumercenter/home/homeenergygrades.asp>

JEA Commercial Energy Incentives:

<http://www.jea.com/community/consumercenter/business/energyupgrades.asp>

State and Federal incentives:

www.dsireusa.org

Federal incentives:
www.irs.gov and search for energy incentives

Florida-friendly landscaping information pertaining to HOAs and Florida statutes:

<http://www.leg.state.fl.us/Statutes/index.cfm?mode=Vindex>

Green website for eco living:
Greenchoices.org

Water/irrigation/fertilizer restrictions:
www.coj.net

Sustainability Tips

In our on-going effort to bring you information that can help you reduce your carbon footprint, while at the same time save you money, in this issue we look at how you can keep your air conditioning system operating efficiently with minimum effort for maximum gain.

(Information is provided by our friends at JEA.)

Why should I worry about keeping my HVAC system clean?

Heating and air conditioning are a major source of energy use. Because it is a mechanical system, routine maintenance should be performed on your heating and air conditioning equipment. Like your car, if you neglect your heating and air conditioning equipment, it will wear out faster and cost more to operate and maintain. By keeping the inside unit of your air conditioner clean and well maintained, you can produce a healthier environment for your family. This is because there are areas found in the inside unit that are cool, dark and humid. These areas are perfect breeding grounds for molds, fungi and bacteria.

What do I need to know about cleaning my HVAC system?

The easiest maintenance item for the homeowner is to change the filter regularly. Another important maintenance item is to clean the inside and outside coils. If the inside unit is dirty, cleaning the fan and motor will also cut operating costs.

What are the items that need to be cleaned and how do I clean them?

Clean the Air Filters

Cleaning or replacing the filter on a regular basis will save money by allowing the equipment to run more efficiently. Dirty air filters can increase your monthly energy bill by \$8 to \$14. The filter should be cleaned or replaced every 30 days and can easily be done by the home dweller. Cleaning the filter can be done quickly by following the simple steps below:

1. Disconnect the power to both the inside and outside air conditioning or heat pump units. Most filters are located at the bottom of the air handler unit located inside your house. After removing the access panel, the filter should slide out. If the filter is located in a return air grill, remove the filter by unlocking the locking mechanisms.
2. If it is a disposable filter, replace it with a new one that generally costs under \$4. If the filter is a permanent type that can be cleaned, rinse the filter thoroughly with warm water to remove all dirt particles. Allow the filter to dry completely before reinstalling it in the unit.
3. After reinstalling the filter, secure the access panels or locking mechanisms.

Clean the Coils, Inside Fan and Motor

An air conditioner or heat pump has two coils. One is usually inside and the other outside the house. The coils are a series of finned tubes where heat transfer takes place. Dirt and dust can block the air passages through the finned coils, thereby reducing the capacity of the unit and increasing the operating cost. Clean coils will lower your energy bills, extend the unit's life, and provide cleaner, healthier air for your family to breathe. The outside coil is the easiest to keep clean. Disconnect power to both the inside and outside units. Use a garden hose to rinse off all dirt, grass, leaves or other particles that are on the coil surface. If needed, use a soft bristle brush to clean between the fins.

Brush strokes must be parallel to the fins to prevent damage. If this does not completely remove all the debris, consult a licensed air conditioning contractor, who has specific cleaning solutions for hard to clean coils. Remember to reconnect power to both the outside and inside units when you are done. To determine if the inside coils, fan or motor need cleaning, an inspection of the air handler is required. A licensed air conditioning contractor can clean the coils, fan and motor unit during your seasonal tune-up. The job can be done by do-it-yourselfers. However, JEA recommends you refer to a licensed air conditioning contractor and the manuals for your system for the safest, most effective way to perform this cleaning.

How much can I save by taking these measures?

Research has shown that a dirty HVAC system will use significantly more energy resulting in higher heating and cooling costs for the homeowner. The system will have to work harder to heat and cool your home, ultimately causing equipment to wear out more quickly, requiring more frequent repairs or replacement.

For more information visit the conservation section JEA's website or contact JEA via e-mail at conservation@jea.com.

WELCOME!



New Adopt-A-Road Groups

- *Deutsche Bank
- * Christ's Church
- *Community Presbyterian Senior High Youth
- * Thomas Jefferson Elementary School

A-A-R Groups—got stats?

Has it been a while since you e-mailed, phoned in or faxed your cleanup results?

Do it today:

E-mail: cleanupvolunteers@oj.net

Phone: 630-3420

Fax: 630-7206

Your numbers are important to us.

And so are you!

Don't delay—contact us today.

If you'd like more information, call 630-3420 or e-mail us at cleanupvolunteers@oj.net



St. Johns River Celebration a success

Some 935 volunteers turned out for the 16th annual St. Johns River Celebration cleanup on March 19.

New to the event this year was supply pick up at the Yates Family YMCA in Riverside, team captains T-shirt pick up and lunch at the Riverside Arts Market.

Site Captains got tickets for lunch provided by Lucy's Crabcakes and Concession and enjoyed hanging around listening to live music and visiting a variety of vendors and food booths.

Long-time Clean It Up, Green It Up volunteer Angie Vannatter, was also presented with a plaque during a brief ceremony for her years of dedicated volunteer work with Clean It Up, Green It Up.

Volunteers donated 2,808 hours to collect 11.78 tons of litter and 33 tires at 24 sites around Duval County.



Volunteer scouts clean the shoreline of the north bank of the St. Johns River

Earth Day Draws Crowds to The Landing

Earth Day marked its 41st year with events at The Jacksonville Landing Saturday, 10 a.m. – 4 p.m., April 16, with thousands of visitors checking out the newest in earth friendly products, programs and ideas.

KJB Chair Chris Buckley, who is also Earth Day chair, coordinated activities at the children's stage. Commissioner John Shellhorn and staff hosted a booth that provided provide information and materials about the variety of programs and activities planned or underway with the Keep Jacksonville Beautiful Commission.



KJB Member John Shellhorn interacts with visitors to the Keep Jacksonville Beautiful booth at the annual Earth Day celebration at the Jacksonville Landing.

Sponsorships Available

If you or your company would like to sponsor an event, please call us at (904) 630-3420.

Special thanks to our Platinum Level Sponsors



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