



Literally Speaking

SUMMER 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 goes "fishy" to fight cigarette litter

*On going campaign deploys unique
"Bait Tank" receptacle*

First there were award-winning public service announcements three years ago urging smokers to "Keep Your Butts to Yourself."

Those were followed by the installation over the past two years of cigarette receptacles located around Jacksonville's urban core, including at Hemming Plaza outside of City Hall, the Main Library, the Gateway Mall, the Rosa Parks bus transfer station and bus stops at Riverplace and Riverside Avenues.

Now, the City of Jacksonville's Keep Jacksonville Beautiful Commission has teamed up with the St. Johns Riverkeeper, the Jacksonville Transportation Authority and volunteers to continue its fight against litter from cigarette butts from going into the St. Johns River.

Last month, KJB and its partners installed at the Northbank Riverwalk, near the Riverside Arts Market, a unique "bait tank," an ash receptacle designed to promote awareness about the adverse effects cigarette butts have on fish and aquatic wildlife.

Donated by its inventor Mark Armen to the St. Johns Riverkeeper, the box has gill-like openings and a decorative dorsal fin on top, and encourages smokers to properly dispose of cigarettes butts. Jacksonville is the first city in Florida to install a Bait Tank and the first Keep America Beautiful affiliate in the nation to install one. The Commission is looking for business partners to help offset the cost (about \$500) of purchasing and installing additional tanks around the city.

KJB Commissioner Sarah Nan is credited with bringing the tanks to Jacksonville. The tanks, which are made of durable aluminum, can hold up to 5,000 cigarette butts (about 25 cigarette cartons worth).

"I posted photos of several cigarette scans at a local hospital on Facebook," explained Ms. Nan, who has collected nearly 50,000 cigarette butts. (The scans were done as part of a grant from Keep American Beautiful that allowed KJB to purchase ash receptacles.)

Ms. Nan said North Carolina environmental activist Danielle Richardet saw her posting and passed the information on to Armen.



KJB Volunteer Duncann Pullen shows off the new Bait Tank.

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Calendar of events

Meetings & Events

July 29

11 a.m. – 4 p.m.
KJB Commission Annual
Retreat
Hannah Park

August 19

8 am. – 5 p.m.
UNF/EPB
Environmental
Symposium
UNF University
Center, 12000
Alumni Dr.

August 24

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

September 28

10:30 a.m.
KJB Public Relations
& Education
Committee meeting,
Greenscape of
Jacksonville, 1468
Hendricks Ave.,
Jacksonville

September 28

11:30 a.m.
KJB Partnership &
Fundraising
Committee meeting,
Greenscape of
Jacksonville, 1468
Hendricks Ave.,
Jacksonville

September 28

12:30 a.m.
KJB Projects
Committee meeting,
Greenscape of
Jacksonville, 1468
Hendricks Ave.,
Jacksonville

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"Richardet also has an awesome blog and there is a Sundance Film Festival short film about her, Mark and the Bait Tank," Ms. Nan explained.

"Mark Armen contacted me and offered assistance with the cigarette litter issue. He donated a Bait Tank to the St. Johns Riverkeeper and Riverkeeper partnered with Keep Jacksonville Beautiful," Ms. Nan explained.

Ms. Nan and KJB staff have been meeting with St. Vincent representatives about cigarette litter at the hospital campus.

"We have formed a partnership with St. Vincent's and we are installing our first Bait Tank near the campus, where there is an exorbitant amount of cigarette litter there constantly, Ms. Nan explained. "The hospital has agreed to maintain it and they are also ordering four Bait Tanks for their beautiful River walk at Forbes Park, where there is a horrible cigarette litter problem."

Additional Bait Tanks have also been installed at Reddie Point Park and Sister's Creek Marina. "Those were instigated by our new KJB Commissioner Brian Burket as part of the new clean marina program that Jax Parks and the FDEP (Florida Department of Environmental Protection) are doing," Ms. Nan said.

Ms. Nan said she would like to see additional partnerships between KJB and local businesses and citizens to get more Bait Tanks in our community.

"I am very excited about the Bait Tank, Nan said. "In my years of working on cigarette litter issues in my community, the Bait Tank has been the most effective product to help with this issue to prevent cigarette litter from going into our local waterways, harming wildlife, and preventing water pollution."

KJB welcomes Mayor Brown



The Keep Jacksonville Beautiful Commission welcomes Alvin Brown as Jacksonville's new mayor.

KJB Chair Chris Buckley, who met Mayor Brown at the Mayor's Environmental Luncheon while he was running for office, said she hopes that Mayor Brown can attend an upcoming Commission meeting and meet each of the volunteers who dedicate their time and effort to help keep our Jacksonville Beautiful.

ICC is coming

Are you looking for something to do this fall?

Mark your calendars for September 17. That's when the International Coastal Cleanup (ICC) will be held around Duvall County.

The ICC is an on-going global cleanup that collects and catalogues marine debris in an effort to get a snapshot of how our world's waterways are doing (not too well in some areas).

Come out and join the fun.



Daniel Durbec, Newsletter Editor

WELCOME!



New Adopt-A-Road Groups

- * Coast Guard Enlisted Association
- First Coast Branch
- * Union Progressive Missionary Baptist Church
- * The Bridge of NE FL, Inc. North Shore Team Up

A-A-R Groups—got stats?

Has it been awhile since you emailed, phoned in or faxed your cleanup results? Do it today:

Email: cleanupvolunteers@coj.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 Dan Durbec at 630-3420 or e-mail ddurbec@coj.net



Green Team Project

Graduates Applying What They learned

In our Winter 2010 issue of Literally Speaking we informed readers about the kick-off of a seven-part training and workshop series that was designed to show the city's commitment to sustainability.

Conducted by Sarah Boren, Executive Director of the Green Team Project and the U.S. Green Building Council's North Florida Chapter, the program was aimed at reducing waste, saving money and changing employees' behaviors on and off the job.

In April, a group of Environmental & Compliance Department employees finished that program, which included the following goals:

- Cut personal and team's waste by 50% and shift to environmentally sensitive goods.
- Cut personal and team's water use by 20%.
- Cut home energy use and green house gas emissions of both participants and team by 30%.
- Increase consumption of locally produced foods, organics and earth-friendly foods; reduce toxic products and pollution by 50% by both participants and the team.
- Cut fuel use and emissions by both participants and the team by 30%.

Three months after completing the program, many of the graduates of the Live Green & Prosper team, as they dubbed themselves, reported that they are applying what they learned, saving energy both at home and in the workplace.

Patricia Gee-Jones, program administrator of the City's Environmental Protection Board, said that she has reduced junk mail and garbage and plans to work on fuel consumption.

"The green training series with Sarah has educated me on fuel usage/When I am able to replace my current vehicles they will be fuel/solar models," Ms. Gee-Jones said.

KJB Commissioner John Shellhorn said he also benefitted from the training.

"The training provided an outline and approach for individuals and teams to learn more about actions and activities that provide environmental and economic benefits," Shellhorn said.

Shellhorn noted that participants learned how changes in lifestyles can support and sustain long-term growth and were able to track individual impacts of individual initiatives.

"I was particularly surprised at the results of tracking associated with each of the various units. It really opened your eyes to current impacts and opportunities for improvement."

"The training reinforced existing good habits and initiated a number of other changes including cleaning out chemicals around the house, buying concentrate, installing a new kitchen faucet & valves after leak checks, saving warm-up water for plants, making energy efficiency a major criteria in purchase of new appliances, car pooling with my wife, installing new weather-stripping on exterior doors and replacing inefficient bulbs."

Shellhorn said he also noticed a decrease in utility bills at home, as well as a decrease in his family's solid waste stream

"We appear to have reduced our overall utility usage by about 12% and our garbage by 14 pounds per month," he noted.

Participant Susanne Wedberg, said that she's been able to reduce her solid waste to 39 pounds a week as she is recycling more.

"Anything and everything that can be recycled I do. I also went through my shed and cleaned out all the old brass fittings for plumbing I had. I also tore down an old washing machine. I had enough brass, copper and aluminum that when I went to the recycle center I got \$77.00 for the load. Not bad for a mornings work."

Some Gardens in Duval County

Eastside Community Garden

Location: s/w corner Phelps and Spearing streets

Contact:

Operationnewhope.com

354-4673

Serves: community groups

Brentwood Community Council Garden

Location: Brentwood Boulevard and Village Center Drive

Contact: Brentwood Assoc.

Waronpoverty.org
766-7275

Serves: Brentwood seniors and disabled

Laura Street Community Garden

Location: 1416 Laura Street

Contact:

Sustainablespringfield.com

Serves: community/organic

For a complete listing of community gardens in Duval County, go to <http://duval.ifas.ufl.edu/>

Community Gardens are growing like weeds

If the prolonged bad economy has an upside it is the growth of community gardens.

"With the weak economy, there continues to be more interest in folks growing their own food," explained Terry DelValle, Agriculture Program Leader and Urban Horticultural Agent with the Duval County Extension.

The interest in community gardens has flourished nationwide, according to Ms. DelValle.

"We are fortunate in that we have been doing this since 1977. We were one of 16 cities in the U.S. that received funding in 1977 to start community gardens in low-income areas of Jacksonville," she explained.

Although the funding level has dropped drastically, requiring the Extension office to eliminate tilling services to gardeners, the program is still in place, she explained.

"We are an educational resource for individuals or groups interested in gardening," she said.

A visit to the Extension's website at <http://duval.ifas.ufl.edu/> yields a cornucopia of services, seminars and training that range from hobby beekeeping, pressure cooking vegetables, vegetable gardening, culinary herb gardening, edible flower gardening to hobbyist hydroponics and rain barrel making. (The extension is offering a rain barrel workshop at KJB's upcoming retreat.)

The Extension has four UF/IFAS managed community gardens throughout Jacksonville. Duval County residents can obtain a plot to grow vegetables, culinary herbs or edible flowers. The plots are provided on a first-come, first served basis.

However, starting a community garden is not cheap, according to DelValle. "A site with full sun and a water source is a must. The expense involved in getting an irrigation meter or digging a well is the most limiting factor," she said.

"Some of our most successful gardens have been affiliated with housing developments, community centers, or churches where the water source is already in place."

Fencing around the garden is another expense. Not all gardens have fences but they are necessary to keep out four-legged and two-legged "critters" according to DelValle. Sustainable Springfield's community garden on Laurel Street uses a combination lock on the garden's front gate. Members have the combination to the lock to access their plots.

Springfield resident Amanda Searle, who started the garden, won a KJB Award last year for transforming the formerly blighted, vacant lot into a community garden. This garden not only feeds participating urban gardeners and their families, but also feeds the spirit of rejuvenation of Springfield as well.

The garden contains about 20 raised bed plots and a communal section for pumpkins or watermelons. Gardening classes are also scheduled in the Spring for youngsters 7-12 years old, which complete with their own diminutive gardens. Other educational activities are also available. Check out the group's website at <http://www.sustainablespringfield.net/community-gardens> for details.

And for more information about community gardens, contact Delvalle at devalle@coj.net or Mary Puckett at mpuckett@coj.net or call the Extension office at 387-8850.



Sponsorships Available

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

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KJB wishes to thank these sponsors

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