



Literally Speaking

WINTER 2011

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

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Happy 2011!

2011 is shaping up to be a busy, green year! KJB kicks off the new year with its second annual fund-raiser on Jan. 28 at City Hall, the City has started "green" training for employees, Jacksonville installed solar powered parking meters downtown and KJB is holding its annual awards program. *Read all about it below----Daniel Durbec, Newsletter Editor*

Keep Jacksonville Beautiful to honor Mayor Peyton at 2nd annual fund-raising event

Mayor John Peyton will be a recipient of the Keep Jacksonville Beautiful Commission's second annual KJB recognition awards on January 28 during a fund-raiser at City Hall.

Mayor Peyton will be presented with a C. Ford Riley print by former mayor and KJB founder Jake Godbold.

Mayor Godbold was recognized at last year's event, which celebrated KJB's 27th anniversary, and which was aimed at raising awareness of the KJB's important role in the community.

This year's event, scheduled for 6 p.m. – 8 p.m. at City Hall at the St. James Building, 117 W. Duval St., will also recognize volunteers, sponsors and organizations for their efforts to clean up and beautify Jacksonville during KJB-led events. The event is open to the public; tickets are \$25 per person.

Mayor Peyton has been a strong proponent of beautifying Jacksonville, and in 2007 expanded the Commission through mayoral executive order from 16 members to 30 to allow it to broaden the scope of its work. As a result, it added influential members and those whose vocational and volunteering activities mesh with the commission's goals and objectives.

In 2010, the Commission oversaw several major cleanups and beautification efforts and the popular Adopt-A-Road program, in which nearly 7,400 volunteers donated more than 17,000 volunteer hours to keep Jacksonville beautiful.

*Then KJB Chair
Lynn Thompson
addresses the
audience at KJB's
first fundraiser at
City Hall in
January 2010.*



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/homeenergyupgrades.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=view%](http://www.leg.state.fl.us/Statutes/index.cfm?mode=view%20)

Green website for eco living:

Greenchoices.org

Water/irrigation/fertilizer restrictions:

www.coj.net

City Promotes Sustainability

To demonstrate its commitment to sustainability inside city government and promote it on the job and in employees' homes, the City of Jacksonville has contracted with the Green Team Project to provide a seven-part training and workshop series designed to save energy, reduce waste and change behaviors.

Kicking off the project Dec. 7 with selected staff from the Environmental & Compliance Department, Sarah Boren, Executive Director of the Green Team Project and the U.S. Green Building Council's North Florida Chapter, provided an overview of the program, which will eventually be offered internally to other department staff who will then share what they learn with others in their departments and serve as green champions.

According to the UN Brundtland Commission of 1987, sustainability "meets the needs of the present world without compromising the ability of the future generations to meet their own needs," Boren told the handful of Environmental & Compliance Department staff who volunteered for the project.

She noted that going green makes good financial sense on return on investment, helps the economy and creates job. Additionally, going green creates better products, and it's the right thing to do.

Simply, going green:

- Reduces utility costs
- Reduces maintenance costs
- Greening procurement saves \$\$
- Improves health and well being
- Reduces absenteeism and turnover
- Increases productivity

Based on results of thousands of other program participants, Boren said, participants can expect to reduce their energy bills and water use between 10 percent and 30 percent, save between \$40 and \$600, cut junk mail by up to 75 percent, reduce garbage by 30 percent and reduce auto fuel use and eliminate one ton of air pollution per year.

That's a good thing because at its first workshop on Jan. 5, the group shared results of a short, online quiz designed to measure a person's impact on the environment.

The quiz estimates how many earths it would take to sustain a person's current lifestyle in global acres by consumption categories. Categories such as carbon footprint, food footprint, housing footprint and goods and services footprint were measured and compared against national averages.

While most of the attendees scored in the four – six earths range, one participant scored a whopping eight earths. Hopefully, by the end of the project, that participant will be a convert to sustainability.

Take the Quiz

Think you're doing a great job helping to save the planet by keeping that thermostat set at 68 degrees F in the winter, 78 degrees F in the summer, and carpooling, recycling and buying green?

Find out by taking this short quiz at

<http://www.myfootprint.org>

Annual St. Johns River Celebration Cleanup Event set for March 19

The annual St. John's River Celebration Cleanup marks its 16th year on March 19 with a minor change of venue.

Cleanup sites will remain relatively unchanged—around Duval County, including urban, Riverside, Westside, Southeast, Southwest, Northeast, Northwest and North, but the site of the celebration this year will be changed from Metropolitan Park to the Riverside Arts Market.

That's where site captains and volunteers will be provided with food and T-shirts for their groups, and live entertainment will be provided.

Supply pick up and return for site captains has also been changed from Metropolitan Park to the Yates YMCA.

For more details, call 630-3420 or check out our website at coj.net, search: St. Johns River Celebration.

Keep Jacksonville Beautiful Awards Submission deadline is Feb. 18

There's time to participate in the 2011 Keep Jacksonville Beautiful Awards, sponsored by KJB—the deadline is Friday, Feb. 18.

Awards will be presented in three categories—Individual, Business and Organization—to winners who have demonstrated an outstanding and ongoing effort in the area(s) of Beautification, Litter/Graffiti Prevention and/or Litter Cleanup in Duval County.

Winners will be presented with awards at the Mayor's Annual Environmental Luncheon, scheduled for March 18.

For details, call 630-3420 or download an application at coj.net. Search word: Keep Jacksonville Beautiful.

Last year, winners included Sea Star Line (businesses with 150+ employees), Austin Outdoor (businesses with less than 150 employees), Citi, RV Daniels Elementary, Sandalwood High School, Ed White High School, Patrick Evan (individual) Springfield Garden and Francis Padgett (Leadership Achievement Award).

RV Daniels Elementary School Teacher Susan Burns discusses with her students how her school won KJB Awards and recycled benches two years consecutively.



Downtown Gets Solar Parking Meters

When renovation is completed this year, North Laura Street will sport more than cobble intersections and a new design.



computerized meters will operate more efficiently than the standard meter, even in less than sunny conditions.

They also allow for Parking Services staff to monitor them remotely and to determine whether they're operating properly and if you really did feed the meter.

It will also house innovative solar-powered parking meters, which will redefine how motorists "feed the meter."

In addition to coin slots, some 40 new meters, which are being installed after each phase of street construction, will accept debit and credit cards, making it more convenient to pay.

The



Parking Services Supervisor Mark Schofield displays one of the new solar parking meters that he has been installing along Laura Street.

Calendar of events

Meetings & Events

Jan. 28

6 p.m.
KJB 2nd Annual Fund-raiser, Atrium, City Hall, St. James Building, 117 W. Duval St. Tickets: \$25.
Information: 630-3420

Feb. 5

10 a.m. – 4 p.m.,
Water Education Festival 10 a.m. – 4 p.m., Museum of Science and History (MOSH), 1025 Museum Circle. Sponsored by the St. Johns River Water Management District & City of Jacksonville Environmental Protection Board.
Information: 396-MOSH

Feb.23

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

Feb. 24

The Florida Alliance for Renewable Energy (FARE) Renewable Energy Tour and town hall meeting, Jacksonville University.
Information: (888) 501-3273
info@fareenergy.org

March 19

Annual St. Johns River Celebration Cleanup, various locations throughout Duval County.
Call 630-3420 for information and details.

Right whale festival spotlights conservation

Pop quiz:

Q: Scientists use a specially trained dog to help them sniff out and find right whale ____!

Think you know the answer to that question?

Dozens of children visiting the Keep Jacksonville Beautiful booth at the Nature Conservancy's' Right Whale Festival Nov. 20 at Jacksonville Beach did.

That question (and answer) was part of the children's activities at the one-day event, held to highlight the tragic decline of right whales and the start of calving season in the North Atlantic.

Right whales make seasonal returns to Florida and Georgia, the only known calving areas for the whales. Experts estimate that there are as few as 350 right whales in existence.

As in years past, the goal of the event was to heighten awareness of the plight of the creatures and highlight that their habitat continues to be threatened by marine debris and litter.

The daylong event featured live entertainment and various organizations with displays of their activities and programs. A beach cleanup was also held as part of the festivities, and 170 volunteers donated 212 hours to pick up 125 bags, or 2,500 pounds of litter along the beach.

Event organizers said that this year's passport program was part of the children's activities and the passport contained questions about right whales and marine life, as well as fun facts.

Answers to the questions were found at various organizations' booths, including KJB's, which was run by staff and volunteers during the event.

Event officials noted that the program was simple—when children arrived at the festival, they picked up a passport and instructions at the designated passport table.

They then visited the various organizations to get their passport "stamped" by each organization. After receiving at least eight stamps, they returned to the passport table to have their passport checked and receive a prize.

Prizes included a right whale toy, ice cream cone gift certificate and another fun fact about right whales.

And the answer to the question at the KJB booth -- *Scientists use a specially trained dog to help them sniff out and find right whale ____!*

A: Poop. Why? To learn about the whales' health and toxin intake.



Right Whale Facts

Length 45-55 ft.

Weight Up to 70 tons; females are larger than males.

Lifespan 50-100 years.

WELCOME!



New Adopt-A-Road Groups

- * Men Of Allen Chapel AME Church
- * Metro Kids Konnection
- * St. Paul's Council #15132 Knights of Columbus

It's A-A-R Renewal Time

It's that time of year again.

Time to renew your Adopt-A-Road annual contract.

In an effort to save time and money, the Adopt-A-Road coordinator will be calling you soon to see if your organization wants to continue its participation in the program and to ask for any unreported cleanups you may have done in 2010.

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



Spotlight on Metro Kids Konnection

By Terry Lane, Director

Terry Lane, Director of Metro Kids Konnection receives a Keep Jacksonville Beautiful certificate from City Councilman Reginald Brown.



Metro Kids Konnection got involved in the "Adopt-A-Road program" as a way to encourage the children we serve in an after school program to take some responsibility for their surrounding neighborhood.

We felt that the Adopt-A-Road program presented not only an opportunity to accomplish this goal, but also provided an activity where the children could see the results of their labor as soon as they had completed the task.

We have a total of seven staff members, both full and part-time, and all of them are involved in this endeavor.

Not only are all of our staff involved, several adult members of our community have volunteered to walk with our children if staff is otherwise tied up.

We have just started the program and have only done one pickup. We intend to schedule a road patrol once a month and will move to more often if we see there is a need.

The staff at Metro Kids Konnection would most certainly recommend the Adopt-A-Road program to other organizations and businesses.

What better way to show your neighbors that you genuinely care about them and your surroundings than assisting in keeping our roads neat and presentable?



Not only is there an opportunity for a "warm fuzzy" but a real way to do your part to help the local governing agency be able to spread limited resources to areas of more importance than trash patrol, such as addressing drugs and crime for example.

Metro Kids Konnection is an after school program serving disadvantaged children in the Cleveland Road area of Jacksonville. We are trying to connect kids with hope.

Metro Kids Konnection youth participate in the organization's first cleanup on Dec. 22 on Cleveland Road.

Special thanks to our Platinum Level Sponsors

(\$5,000 +)



KJB wishes to thank these sponsors for their support

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Bronze Level Sponsors (\$500 to \$999)



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Sponsors under \$500



Krispy Kreme Doughnuts—Atlantic Boulevard
Ocean Conservancy