APPLICATION FOR 2014 KEEP JACKSONVILLE BEAUTIFUL ORGANIZATION/BUSINESS/INDIVIDUAL AWARD

Applicants should have demonstrated an **outstanding** and **ongoing** effort in the area(s) of:

1. Beautification
2. Litter/Graffiti Prevention, and/or
3. Litter Cleanup

in Duval County.

To apply, please PRINT or TYPE information in all areas of this application, email or mail it to:
ddurbec@coj.net

Keep Jacksonville Beautiful Award
1321 Eastport Road
Jacksonville, FL 32218
Attention: Dan Durbec

Application deadline is **Friday, February 13, 2015**, but may be submitted earlier.

Applicant's Name:_____

Organization/Business:_____

Mailing Address:_____

City, State, Zip:_____

Telephone:_____ Best Time to Call:_____

E-mail:_____

Please attach a summary of the applicant's 2014 achievements (250 words maximum), along with any supporting documentation, such as photographs, news coverage, letters, etc. Summaries must be typed, and e-submissions are encouraged. Once submitted, applications may not be revised or amended. Please keep a copy of your application and supporting documentation. They will not be returned to you. Photocopies or digital files of the material on a CD or a flash drive are acceptable. The awards will be presented at the Mayor's Environmental Luncheon, March 12, 2015. Questions? Call Dan at 630-3420 or email ddurbec@coj.net

Awards will be presented in **three categories**: Individual, Business, and Organization.

Guidelines for Keep Jacksonville Beautiful Awards
for Organizations, Business and Individuals

If you're uncertain about what types of activities and projects are applicable to the three areas to be judged, here are some criteria and examples. Activities should have taken place during 2014, but ongoing projects with elements of sustainability are scored higher than one-time projects. Each area is scored for every application, so be sure to list all of your activities.

1. **Beautification**

In what's known as the "broken window effect," blighted properties can be a contributing factor to increased crime in a neighborhood. Individuals, businesses and organizations can help by beautifying their property and surroundings.

Summary should describe, **in 250 words or less**, efforts that have been made to beautify your property and/or neighborhood.

Documentation may show before and after pictures of the property and surrounding area, including photographs, news coverage, commendations, etc. Examples of good projects would be:

- Use of green building techniques in new structures
- Repair or rehabilitation of blighted facilities
- Xeriscaping of property
- Aesthetic improvement of fencing
- Use of water-permeable paving material in parking lots and/or driveways
- Screening of any dumpsters on your property
- Pedestrian and bicycle-friendly property design
- Inclusion and maintenance of trash cans on property

2. **Litter / Graffiti Prevention**

In addition to hurting the image of a home, business or organization on whose property it appears, litter and graffiti both contribute to increasing the probability of crime in a neighborhood. But when eliminated quickly after occurrence, the risk decreases.

Summary should list (**in 250 words or less**) the efforts undertaken to prevent litter and/or graffiti, and to eliminate any that occurs on your property.

Documentation may show before and after photos, removal of litter or graffiti, or educational material developed to reach customers, employees, members, neighbors, etc. on the importance of keeping the area clean and attractive (visit www.kab.org or contact Keep Jacksonville Beautiful to find educational material).

3. **Litter Cleanup**

Many individuals, companies and organizations have embarked on admirable projects to clean up their own properties, with some branching out to remove litter from their surrounding neighborhoods.

Summary should describe your litter cleanup project(s) **in 250 words or less**.

Documentation should show the results of the project(s), with before/after photos, if available.

Examples of the types of projects that would be considered (but don't limit yourself to these):

- Adopt-A-Road programs
- Participation in organized cleanups such as the Great American Cleanup, St. Johns River Celebration, July 5 Beach Cleanup or the International Coastal Cleanup
- Waste reduction or recycling programs
- Regular policing for litter and cleanup of your own property and/or neighborhood.

If you have questions, please call Dan at 630-3420. Thank you for participating, and for all your efforts to Keep Jacksonville Beautiful!

APPLICATION FOR 2014 KEEP JACKSONVILLE BEAUTIFUL SCHOOL AWARD

Applicants should have demonstrated an outstanding and ongoing effort in at least two of these areas:

1. Clean Campus
2. Litter/Graffiti Prevention Education
3. Projects

…in a Duval County public or private school.

To apply, please PRINT or TYPE information in all areas of this application, email or mail it to:
ddurbec@coj.net

Keep Jacksonville Beautiful School Award
1321 Eastport Road
Jacksonville, FL 32218
Attention: Dan Durbec

Application deadline **Friday, February 13, 2014**, but may be submitted earlier.

Principal/President's Name:_____

School:_____

Mailing Address:_____

City, State, Zip:_____

Telephone:_____ Best Time to Call:_____

E-mail:_____

Please attach a summary of the school's achievements (as described on the "suggestions" sheet), along with any supporting documentation as described in the attached guidelines. Summaries must be typed, not handwritten, and e-submissions are encouraged. Once submitted, nominations may not be revised or amended. Keep a copy, as applications and supporting documentation will not be returned to you. Photocopies or digital files of the material on a CD or a flash drive are acceptable. The awards will be presented at the Mayor's Environmental Luncheon, March 12, 2014. Awards will be presented in **four categories**: Elementary, Middle, High School, and College/University. Questions? Call Dan at 630-3420 or email ddurbec@coj.net.

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Guidelines for Keep Jacksonville Beautiful School Awards

If you're uncertain about what types of activities are applicable to the three areas to be judged, here are some criteria and examples. Activities should have taken place **during 2014**, but ongoing projects with elements of sustainability are scored higher than one-time projects. You must include activities in **at least two** of these three areas, and may include all three if you wish. Supplemental material may include photographs, news coverage, letters, commendations, etc.

1. **Clean Campus**

   Summary should describe, **in 250 words or less**, efforts underway to keep the school campus clean and free of litter, specifically in the areas listed below.

   Documentation should show the condition of the school campus in the following areas:

   - Main entrance
   - Sidewalks
   - Playgrounds / sports facilities
   - Fenced areas
   - Driveways / bus zones
   - Lawns / grounds
   - Shrubbery / along buildings
   - Dumpster area
   - Litter containers

   Recycling programs in the school's classrooms, cafeteria, and/or offices are also a consideration.

2. **Litter / Graffiti Prevention Education**

   Many educational tools are available from the Keep America Beautiful website, www.kab.org.

   Summary should list (**in 250 words or less**) the materials used to educate students, teachers and staff at the school in an attempt to change attitudes toward litter and graffiti, and modify behaviors to prevent litter and/or graffiti.

   Documentation should show the results of changed attitudes and improved school and community pride resulting from the educational program(s).

3. **Projects**

   Many schools have embarked on ambitious projects to improve their campus environments, with some even branching out to improve their surrounding neighborhoods.

   Summary should describe the school's environmental project(s) **in 250 words or less** (total, not for each project).

   Documentation should show the results of the project(s), with before/after photos, if available.

   Examples of the types of projects that would be considered (but don't limit yourself to these):

   - Adopt-A-Road programs
   - Participation in organized cleanups such as the Great American Cleanup, St. Johns River Celebration, July 5 Beach Cleanup or the International Coastal Cleanup.
   - Waste reduction or recycling programs initiated and managed by students
   - Graffiti education and/or litter abatement programs
   - Beautification or improvement projects for the campus or surrounding neighborhood, including litter cleanups, painting/repair work, organized plantings, etc.
   - Design and production of educational material (printed or electronic) to reach fellow students with anti-litter and anti-graffiti messages, or to demonstrate the links between litter/graffiti and community issues like crime, public health, poverty, etc.
   - Activities of environmental clubs that support the anti-litter and anti-graffiti efforts of Keep America Beautiful, promoting pride in school and community and the concept of taking individual responsibility for actions that impact them.