



Literally Speaking

FALL 2011



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

Keep Jacksonville Beautiful Commission

Chris Buckley, Chair
 Bill Bishop
 Barbara Broward
 Clanzetta (Mickee) Brown
 Brian Burket
 Harrison Conyers
 Rebecca Couch
 Sheila Cribb
 Anna Dooley
 John Drayton
 Larry Figart
 Kevin Gartland
 C.J. Hill
 Dave McDaniel
 Michael Miller
 Sarah Nan
 Ron Norse
 Mary Pietan
 Harry Reagan
 Geoff Sample
 Kelly Savage
 John Shellhorn
 Jane Upton
 Anna Valent

KJB Staff
 Daniel Durbec, Editor
 ddurbec@coj.net
 Vivian Harrell
 vharrell@coj.net

Keep Jacksonville Beautiful
 117 W. Duval St. #M165
 Jacksonville, FL 32202
www.coj.net (search KJB)

Clean It Up, Green It Up
 1321 Eastport Rd.
 Jacksonville, FL 32218
 904-630-3420
 904-630-7206-fax
www.coj.net (search Clean It Up)



Navy Shows its Community Spirit with Downtown Cleanup

About 160 sailors and 20 officers from Helicopter Anti-Submarine Squadron Light 42 at Naval Air Station Jacksonville partnered with the Keep Jacksonville Beautiful Commission to show their commitment to Jacksonville by picking up litter along downtown streets and Hogans Creek on Sept. 30.

The military volunteers conducted the urban beautification project for about three hours in an area bounded by I-95, Union Street, Washington Street and Bay Street. The Hogan Creek cleanup occurred behind the Jacksonville Historical Society on Palmetto Street.

Volunteers collected 223 bags of trash, six tires and 40 cardboard boxes, totaling about 5,000 pounds, an amount equivalent to cleaning more than 20 acres of land. The cost savings to the city for picking up the debris was approximately \$2,025.

"We did this to get involved in the local community and fulfill our role as citizens of Jacksonville, to support the Navy's emphasis on environmental protection and cleanup and to help make downtown and its waterways as beautiful as they should be," explained Lt. j.g. Spencer Manley.

The Navy and KJB have shared a long-term relationship in helping to keep Jacksonville beautiful.

Manley said there were some interesting things found during the cleanup.

"We found a television set, a solar panel, animal bones, old tires, an overdue library DVD, a broken fishing pole and line and blankets," he said.

Photos (top) Navy volunteers display items from Hogans Creek. (Left) A street sign is one of the many items picked up.



Calendar of Events

Oct. 26

8:30 a.m. – 12 p.m.
KJB Commission
training meeting
Greenscape, 1468
Hendricks Ave.

Nov. 5

9 a.m. – 1 p.m.
Take Pride in the
Northside
Beautification
& Cleanup project
Parking: The Church
Fellowship, 8808
Lem Turner Road.

Nov. 15

America Recycles
Day
Location and times to
be determined

Nov. 19

Right Whale Festival
& Beach Cleanup
Cleanup 9. – 11 a.m.
5K run, 2.5K walk-
9 a.m.
Festival 10 a.m. –
4 p.m., Jacksonville
Beach Pavilion

Dec. 7

11 a.m.
KJB Commission
meeting
Teacher Supply
Depot, 3108 Lenox
Ave.

Jan. 19, 2012

6 – 7:30 p.m.
KJB Commission
Annual Fundraiser
City Hall, 117 W.
Duval St.

International Coastal Cleanup

One thing you can say about Jacksonville's volunteers – they're tenacious. Flooding and heavy rain from a persistent nor'easter didn't keep volunteers away from the annual International Coastal Cleanup at the beaches and 21 other waterfront locations on Sept. 17.



"The rain was just pounding us, but nearly 100 people showed up to pick up, catalogue and clean up debris," said John Shellhorn, who along with fellow Keep Jacksonville Beautiful Commissioner Kevin Gartland, set up a sign-in and cleanup supply booth at the Jacksonville Beach Pier long before volunteers showed up for the 7 a.m. kickoff.

Up the beach at Beach Boulevard and the oceanfront, 78 volunteers braved the weather to pick up trash. At the oceanfront at Atlantic Boulevard, 11 volunteers appeared, ready to help.

By the end of the day, 564 volunteers spent more than 1,145 hours to sack 795 bags of litter and collect 68 tires, gathering a total of 7.95 tons of debris from around Jacksonville.

Volunteers did more than just drag and bag debris from beaches, river fronts, waterways and other areas; they catalogued each item collected.

That's because the International Coastal Clean Up, which will enter its 26th year in 2012, is a snapshot of debris that's ending up in the world's waterways.

Sponsored by the Ocean Conservancy and assisted by partners such as the City of Jacksonville's Keep Jacksonville Beautiful Commission and Clean It Up, Green It Up, the event is held around the world in more than 152 countries every September. It is the longest running and largest single-day activity designed to clean marine environments and record data on trash and debris found at waterways around the globe.

According to the group's website, "Every year, countless marine mammals, sea turtles, seabirds and other animals are sickened, injured or killed because of dangerous items we allow into the sea. They are poisoned, choked or entangled in the trash we leave behind, from leaky paint cans to empty yogurt cups to cast-off fishing line. Trash also poses health threats to humans, contaminates marine environments and clogs boat propellers."

While the beach cleaners braved the onslaught of rain, down at the Riverside Arts Market the weather was pleasant as volunteers picked up T-shirts that Henry Schein, Inc. donated.

Commissioner Sarah Nan, along with her husband Duncan Pullan, participated in the event and said there were some pretty interesting things pulled from the water this year.

Those included 400 pounds of wood, 25 pounds of metal, a box spring and foam mattress, plastic Easter eggs, a toilet seat, a purse and wallet, luggage, a boat oar, a floating dock and more than 1,900 cigarette butts.

"This is pretty sad and disgusting," Nan said. "None of this stuff that's going into our rivers, streams and oceans has to end up there," she said.

WELCOME!



New Adopt-A-Road Groups

Lone Star
Elementary School

Andrew Jackson High
School Student
Government
Association &
National Honor
Society

Did You Know?

**Over the past
five years,
21,811 Adopt-A-
Road volunteers
have collected an
annual average
of 146,244
pounds of trash
from along city
roadways, saving
the city
\$431,160?
So, to all of
you Adopt-A-
Road volunteers,
take a bow!**

*If you'd like more
information about
the Adopt-A-Road
program, call Dan
Durbec at 630-3420
or e-mail
ddurbec@coj.net*



Spotlight On

Neighborhood Volunteer Rita Wilson

When Rita Wilson moved to Jacksonville from Maryland in 1998, she wasn't accustomed to seeing litter and debris on the roadways.

"I got a little disenchanted when I drove down Post Street," she said. "There was always trash and sofas out on the street," she recalled.

What she saw was enough to motivate her to action.

I became proactive," she said.

That proactivity has been demonstrated every week as Wilson, mostly single-handedly, picks up trash along Post Street near McDuff Avenue, collecting two and three bags of litter a week.

"All it took was me calling it in to Clean It Up, Green It Up and they responded," Wilson said, adding, "And whenever I see a tire on the side of the road, all I have to do is call 630-CITY and they respond right away."

Wilson was a nominee for a 2010 Keep Jacksonville Beautiful Award for the individual category and is sure to be nominated again for her community work.

Awards are presented to individuals, organizations and businesses that make a difference in Jacksonville in the areas of litter abatement and beautification. For information or to make a nomination, check out the city's website at www.coj.net, and search for KJB.

Wilson says she doesn't know how many bags she collected, but records on file indicate that she has collected more than a ton of trash and put in more than 150 volunteer hours in the past two years.

"I enjoy doing it," she said, noting that she's managed to recruit a neighbor to lend an occasional hand.

"People thank me all the time," she said. "They don't help, but they appreciate that someone is doing something about fighting litter. And the guys up at the store are keeping their area cleaner," she added.

Wilson has also been an advocate for bus riders. She was instrumental in getting benches and trash cans at bus stops at McDuff Avenue and Post Street.



"It is true that one person can make a difference," Wilson said.

If you'd like to organize a cleanup of your neighborhood, call 630-3420.

Rita Wilson talks with Jacksonville Transportation Authority employee Rod Holloway about having a trash can installed at a bus stop at McDuff Avenue and Post Street. The day after this photo was taken, the trash receptacle was installed.

Past KJB Chair Anna Dooley to be Honored

Past KJB Chair Anna Dooley will be presented with the Jake Godbold Award at the Jan. 19, 2012 annual KJB Fundraiser at City Hall, 117 W. Duval St.

Former Mayor John Peyton will present the award during the event, which is open to the public.

Ticket price and information are available by calling 630-3420.

Dooley, who served as KJB chair from 2004 to 2009, is the third recipient of the award.

Others include former mayors Jake Godbold and John Peyton.

The event also recognizes key volunteers of KJB's annual cleanups and Adopt-A-Road program.



COJ Expands Recycling Efforts in City Buildings

According to the Florida Department of Environmental Protection's most recent Waste Management Report, of the 36,818 tons of office paper collected in Duval County in 2009, only 39 percent was recycled. That means more than 25,773 tons of recyclable paper was sent to local landfills.

In an effort to ensure that local government is doing its part to make Jacksonville sustainable and environmentally responsible, the city is expanding its paper recycling efforts by participating in a program that will allow the city to be paid for recycling designated paper materials.

That means the city will earn money for each ton of paper recycled. This is a great revenue-generating opportunity for the city, particularly during today's challenging financial environment. Not only is recycling good for the environment; it also makes good financial sense.

As part of the Go Green @ Work Initiative, the City of Jacksonville, with an Energy Efficiency Conservation Block Grant (EECBG), is implementing a waste management pilot program.

City buildings participating in the program include:

- Ed Ball Building
- Jake Godbold Building
- City Hall at St. James
- Duval County Courthouse
- Yates Building

Many employees are already using the blue recycling bins for paper recycling located throughout municipal buildings. Recently, Southland Recycling Services distributed desk-size cardboard bins and large gray containers to the aforementioned city buildings.

Employees are encouraged to continue to use the blue containers for paper recycling, as well as the new receptacles.

What to Recycle

Moving forward, all recyclable paper products will be collected by SRS, which will accept the following:

- Office paper
- Copy paper
- Newspaper and inserts
- Junk mail
- Magazines
- Catalogs
- Telephone books
- Shredded paper
- File folders
- File or packing boxes
- Gray cartons
- Brown paper bags

The following items will not be recycled:

- Three ring binders
- Metal clips
- Carbon paper
- Drink boxes
- Any tissue paper
- Paper in contact with food
- Bright color/neon Post-it—notes
- Hanging files (unless the metal strips have been removed)

How to Recycle

While the janitorial staff has previously been responsible for the collection of these materials, employees have been asked to transport the contents of desk-side bins to the central collection bins located in each copy room in the five buildings participating in the pilot phase.



Take Pride in the Northside Event Scheduled

Keep Jacksonville Beautiful and Clean It Up, Green It Up have joined businesses, community groups, nonprofit organizations and volunteers in what community organizers hope to be an ongoing beautification project in neighborhoods and roadways in the Lem Turner Road area between I-95 and Trout River.

The event will be held Sat., Nov. 5 from 9 a.m. to 1 p.m.

Preregistration is not necessary, but groups are encouraged to call 630-3420 to sign up. Ample free parking will be available at The Church Fellowship, 8808 Lem Turner Road. While supplies last, free drinks and refreshments will be provided, and kids activities will include hands-on crafts provided by Teacher Supply Depot.

For more information about this and other upcoming events, call Clean It Up, Green It Up at 630-3420.

Use Precaution When on Litter Patrol

On Oct. 10, the Duval County Health Department updated a mosquito-borne illness alert for Duval County after an additional case of the West Nile virus was reported, bringing the number of confirmed or probable cases to 18. There have been two confirmed deaths this year.

According to the DCHD, about one in 150 people infected with the virus develop severe illness, with symptoms ranging from high fever, headache, neck stiffness, stupor, disorientation, coma, tremors, convulsions, muscle weakness, vision loss, numbness and paralysis. Symptoms can last several weeks and neurological effects may be permanent, according to health officials.

In an effort to protect the public—including KJB volunteers who may be participating in neighborhood, Adopt-A-Road or community cleanups—DCHD offered these tips when being outdoors:

Wear shoes, socks, long pants and long sleeves. This type of protection may be necessary for people who must work in areas where mosquitoes are present.

Apply mosquito repellent to bare skin and clothing. Always use repellents according to the label. Repellents with DEET, Picaridin, oil of lemon eucalyptus and IR3535 are effective, according to DCHD officials.

Officials recommend reading label directions carefully for approved usage before application.

Additionally, to protect children, be sure that the product is age-appropriate, officials advise. Applying repellent to the hands of children should be avoided. It should first be applied to the hands of adults and then transferred to the child's skin and clothing.

Officials also recommend applying a permethrin repellent directly to clothing if additional protection is necessary.

Marah Clark, entomologist with the city's Mosquito Control Division, said that since volunteers pick up litter during daylight hours, they are less likely to be bitten by West Nile virus carrying mosquitoes.

"There are several mosquito species capable of transmitting West Nile virus and they tend to be more active at twilight. These mosquitoes typically breed in ditches, catch basins and even septic water," Clark said.

Nonetheless, she advised caution and suggested following the Health Department's recommendations when working outdoors, whether gardening or picking up litter.

For more information about mosquito-borne illnesses, visit the Duval County Department of Health's website at <http://www.dchd.net>. Or call the department at 904-253-1850.

Mosquito Facts



- Only the female bites to obtain a blood meal.
- Males feed on plant juices.
- Female mosquitoes may live as long as three weeks during the summer and many months in the winter.
- All mosquitoes must have water to complete their life cycles.
- Most mosquitoes remain within a mile of their breeding site. A few species may range up to 20 or more miles.
- There are more than 150 species of mosquitoes in North America.
- Presently, the cues used by mosquitoes to find their hosts (you), are poorly understood. Carbon dioxide, heat, octenol and light have been shown to be attractants. Other compounds tested such as lactic acid also have proved to attract certain species of biting insects.

Sponsorships Available

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

Special thanks to our Platinum Level Sponsors:



KJB Wishes to Thank These Sponsors:

Gold Level—\$2,500 to \$4,999



Silver Level—\$1,500 to \$2,499



Bronze Level—\$500 to \$1499



www.keyboardconnectionjax.com
Lucy's Crabcakes and Concession



Sponsor Level—Under \$500

