



## Adopt-A-Road

An environmental program of  
Keep Jacksonville Beautiful

Public/private partnerships dedicated to  
the removal of roadside litter

Initiated in 1986, the Keep Jacksonville Beautiful Adopt-A-Road Program continues to be popular and successful because of dedicated citizen volunteers.

The Adopt-A-Road Program encourages business, industry, civic, youth and nonprofit organizations to adopt an area of roadway. Ideally, the selected roadway is about a mile in length, and has a mix of both residential and commercial property for monthly litter control. Roadways with all residential property are usually not suitable for adoption.

Adopt-A-Road allows citizens to demonstrate community pride, make a positive statement for a clean, attractive community and help the city reduce costs. This program has proven highly effective in demonstrating personal responsibility and changing attitudes regarding littering.

Adopt-A-Road reinforces community pride in its surroundings by announcing to residents, tourists and potential business prospects that the community is energetic, active and committed to a safe and clean environment.

### City of Jacksonville Clean It Up, Green It Up Keep Jacksonville Beautiful

117 West Duval Street, Suite M165  
Jacksonville, Florida 32202-3720  
904-630-3420



## Adopt-A-Road

Don't trash Jacksonville



# Adopt-A-Road

## WHY VOLUNTEER?

### **You Can Make A Difference**

#### Reasons For Volunteering

- To achieve direct local results and improve quality of life
- To set an example for others, especially children
- To feel ownership and pride in one's community
- To demonstrate concern for issues
- To socialize and make contacts
- To gain experience
- A clean environment helps fight crime
- Adopt-A-Road is a "good news" program that affects everyone

## WHAT ADOPT-A-ROAD GROUPS DO

- Sign an agreement to adopt their roadway for one year.
- Make a commitment to do a cleanup once a month, following safety rules.
- Be responsible for disposing of collected litter properly. Groups are encouraged to ask nearby businesses to allow use of their dumpsters for disposal of collected litter.

- Submit a monthly data report by phone, email, fax or mail, stating number of volunteers, hours, bags of litter and recyclables.

## HOW THE CITY FACILITATES ADOPT-A-ROAD

An Adopt-A-Road sign is placed at each end of the selected roadway, giving recognition to the group and reminding people not to litter. If desired, the program offers an installation ceremony and publicity at the time the signs are installed.

Bright orange trash bags, orange safety vests and gloves are furnished to each group.

Businesses pay a donation of \$300 to join and an annual renewal fee of \$50, to help the city cover program costs.

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