

Ordinance 2004-909-E
Annual Report on Anti-Litter Activities
April 1, 2011 thru March 31, 2012

The following report provides information on activities undertaken over the period from April 1, 2011 through March 31, 2012 to establish the City as litter-free per the requirements of section 741.105 within Ordinance 2004-909-E. The ordinance adopts a zero-tolerance policy for litter on public property, establishes minimum standards subject to funding at the discretion of the Council and calls for specific reporting requirements on an annual basis. Primary agencies responsible for minimum standards specified within this ordinance include the Solid Waste Division (weekly litter collection along city rights-of-way for designated facilities), the JTA (responsible for litter control and maintenance at public bus stops, shelters and public transportation stops) and Right of Way & Grounds Maintenance Division (responsible for weekly litter collection at city parks and at public boat ramps). The report you have been provided includes operational and program information called for in the annual report.

Litter is part of a complex solid waste problem that affects our environment and economy and, as such, strategies for addressing litter must address the issue on a variety of fronts. The primary sources of litter (per Keep America Beautiful) are:

- ◆ household trash (handling, containerization, and careless placement for collection)
- ◆ illegal dumping
- ◆ dumpsters (used by businesses) and loading docks
- ◆ construction & demolition sites
- ◆ unsecured cargo
- ◆ motorists and boaters
- ◆ pedestrians

Due to the varied issues related to control efforts regarding these major sources and the difficulty in quantifying the overall cleanliness of cities, focus nationally continues to target successful litter strategies that relate to basic major litter management principles. The cities which have received the most acclaim have developed their litter management strategies around three primary areas that will be used as the basis for a review of City efforts:

I. Waste Collection:

Collection operations including policies, regulations, procedures, staffing, frequency, routing, responsiveness, funding and equipment available to manage solid waste all have a substantial effect on the amount of litter in a community. Litter control measures, including receptacles placed at high traffic locations are one example of effective technology. Others include utilization of street sweepers and sanitation collection vehicles. The condition and adequacy of technology also impact litter in a community. Improvements in sanitation technology can help change a community's attitudes about handling solid waste.

- a. **The Solid Waste Division (SWD)** has responsibility for litter collection along city rights of way and response to litter complaints. Although many of our high traffic facilities are state roadways, the City has worked to assist FDOT by providing for contractor litter collection along major roadways and interstate systems. This collection activity is coordinated with the FDOT contractor efforts in an attempt to maximize cleaning of these state roadways and to avoid duplication.

- b. **City Litter Contractor** – The Solid Waste Division stopped using a litter contractor in 2009 due to the economic conditions in mandated budget cuts. The Litter Collection contract ended Sept 30, 2009. No funding after this date. It lasted for only half of the reporting period (April 1, 2009-March 31, 2010). During this time frame the contractor worked 3,922 miles at \$40.00/mile = \$156,880.00

City Litter Crews - The crews responds to issues of littered areas and collect at litter 'hot spots' throughout the county on a regular basis along city rights of way. Citizen complaints regarding litter are forwarded to the City call center, "City Link", to be logged in and dispatched. The Solid Waste Division has four (4) litter crews currently servicing the county. There are four driver and ten workers. They each operate with a crew cab and trailer canvassing the county. Litter operations have responded to 4,384 issues generated from CARE during this time frame. These crews have collected 422.92 tons of litter/misc. debris along with 19,823 tires, 24,776 bags and covered 7,738 miles of roadway.

- c. **Illegal Dump Response** – The City's Solid Waste Division received and responded to 1,647 reports from CARE of illegal dumping throughout the county. There was 322.41 tons of illegal dumping collected. The SWD utilizes one (1) boom truck and an operator to perform collection of this debris.
- d. **JSO Inmate Coordination** – Public Works and the Solid Waste Division continues to partner with the Jacksonville Sheriff's Office (JSO) Community Projects Team in a long-term coordinated effort addressing litter, debris, right of way and ditch cleanups and maintenance using supervised inmates and JSO equipment to target illegal dump-sites and heavily littered corridors. The Montgomery Correctional Facility (MCF) volunteers their services to provide support with the right of way projects and maintenance depending on the availability of inmate crews and supervision. During the current reporting period, inmates collected 973 yards of debris, 915 tires, 986 bags of litter/trash and 204,381 pounds of debris. MCF continues to support collection activities in various locations identified by Public Works.
- e. **Trashcan Servicing** –The Sanitary Services operation of the SWD services litter receptacles located throughout the City. The receptacles were counted as a premise (94) and the cost per premise is \$149.42 per year. These 94 trashcans are serviced five (5) days per week in the downtown area. The rest are located in San Marco(19), Five Pts(8), Kings St(22), Avondale(5), 8th& Main(8), Bank America(3), Court House(4), and at the Downtown library(7). Litter receptacles are serviced as part of the normal evening waste service provided for the DDA.
- f. **The Florida Department of Transportation (FDOT)** - The Florida Department of Transportation (FDOT) has responsibility for maintaining rights-of-way along state roadways. Litter support is provided through both litter contractors and existing cutting contracts which call for litter removal prior to contract cutting. In addition, the agency uses contract litter crews and the services of the Department of Corrections inmates to

collect litter. The City CARE system recorded 80 litter issues called in on state roads referred to FDOT from April 1, 2011 through March 31, 2012.

- g. **The Jacksonville Transportation Authority (JTA)** - The Jacksonville Transportation Authority (JTA) has responsibility for maintaining public bus stops and shelters along with public transportation stops in the community. The JTA is responsible for 382 shelters with 382 trash cans. A JTA maintenance crew and an out-sourced vendor provide their bus stop policing. The JTA maintenance crew also supplements servicing, as needed, on customer request. The JTA no longer have what used to be called "Ranger Programs". JTA completely maintains the former "ranger program" in-house which requires cleaning and maintenance at downtown bus shelters twice a day, five days a week. The cleaning and maintenance includes picking up and dumping trash, pressure washing graffiti, and human feces.

Cost for JTA Maintenance Crew.

- ❖ Union Employee's: This cost includes trash removal and cleaning bus stops.
- ❖ Two Sign Maintenance crew members @ \$19.29 per hr. = \$38.58 per hr. x 40 hrs. = \$1,543.20 X 52 weeks = \$80,246.40 annually (does not include overtime).
- ❖ Two Utility crew members @ \$17.29 per hour = \$34.58 per hr. x 40 hrs. = \$1,383.20 x 52 weeks = \$71,926.40 annually (does not include overtime).
Total yearly cost: \$152,172.80 (includes yearly cost of wear and tear on four vehicles and four trailers).

Cost of vendor operations and results, servicing cost and replacement cost.

❖ **Cost for bid award as follows.**

- \$13.00 per month, per shelter for trash disposal @ 382 trash cans \$59,592.00 annual cost.
- Trash Can disposals cost \$3.00 per can. Although some areas receive trash disposals twice weekly.
(See Below Service Downtown and Special Areas)
- Grass cutting for all bus shelter stops \$2.25 per location
\$10,314.00
- Total cost of sanitizing shelters is \$4.50 per week @ 382 shelters
\$20,628.00 annual cost
- Total cost for outsourced shelter maintenance (sanitizing, trash pickup and mowing) = \$210,254.20

Service Down Town and Special Areas

Downtown shelter cleaning

- Clean and pressure wash 25 downtown shelters
- Empty 25 trash cans twice daily
- Special areas of concern: 12 shelters cleaned three times a week.

- h. **The Public Works Department** provides litter support through existing grass mowing contracts, which call for litter removal prior to cutting by the contractors, and a city storm

water pond maintenance contract. The contract calls for litter, debris, tires and specified limbs that may cause unsightly or unsafe nuisance to be removed. White goods will be reported immediately upon being encountered and removed by the city. During the months of December, January, February and March when right-of-way mowing is not required, roadside litter removal will be performed one time during the months of January or February. The contract also calls for removal of litter/debris regardless of size at any storm water facilities where work is being done. The Right of Way & Grounds Maintenance Division (ROWGM) through their mowing and landscape maintenance service budget for roadside litter removal tied to right-of-way mowing and vegetation control.

The 2012 report received from Public Works for this year's litter report has a wrong timeframe.

Here's our numbers from Maximo.... FY 10/11 (Oct 2010 / Sept 2011)

52,396 cubic yards of debris was removed in our right of way /storm-water operations...

4048 cubic yards of debris was removed from our parks and 59, 548 bags of trash and little was removed during our park maintenance operations.

- i. **Street Sweeping – Continuous Contract** *The 2012 report from Public Works for this category was not submitted. .The following information is from 2010-2011 litter report.* ROWGM has USA Services of Florida, Inc. under contract to sweep approximately 1,231 curb miles rotating annually 8-times around the city. (Curb miles are both sides of the street, hence roughly 680- miles.) Only streets with curb and gutter are considered in the sweeping process. 680-miles of sweeping are only 20% of the 3,400 miles within the city (statistics not included on how many miles of the 3,400 miles have curb and gutter if funding was available for sweeping of all such streets). USA Services cycle from the West to South and then to the North sides of the city and begin the cycle over for 8-times during a year. This service cost \$211,000 in FY 09/10. Records are not kept of any dirt/debris collected. In-house street sweeping for this same time frame totaled 17,110 curb miles of year round operations including cleanup after special events downtown.

II. Enforcement:

The existence of litter related codes and regulations combined with active enforcement can play a major role in bringing about improvements that may substantially impact community expectations and litter management response. The Florida Center For Solid And Hazardous Waste Management found in their study of roadside litter in Florida in 2002 that, "Enforcement mechanisms include litter and illegal dumping laws, covered-load laws and other regulations covering waste haulers, enforcement agencies and officers, and programs such as telephone hotlines. It is generally believed that the majority of people will 'do the right thing' with regard to solid waste disposal if they know how to do it, it is convenient within their usual sphere of activities, and it is inexpensive compared to alternatives. Enforcement of litter laws and regulations can substantially reduce litter." Keep America Beautiful notes that, "Laws and ordinances that improve a community's quality of life are ineffective unless they're enforced. Enforcement is not only the role of the police department. It is most effective when police work in partnership with the community and its citizens, local public agencies, and the courts." Enforcing litter laws is a critical part of litter prevention.

- a. **The Jacksonville Sheriff's Office (JSO)** is a major partner in city efforts to combat litter in our community. The JSO has appointed a representative to serve on the Keep Jacksonville Beautiful Commission and provides information on enforcement initiatives. As referenced previously, staff oversees inmates from the Montgomery Correctional Facility in litter abatement activities. Over the time frame of this report, 178 litter citations were issued by the JSO.

Additional littering tickets issued by other enforcement agencies in Duval County are provided as follows:

- ◆ Florida Highway Patrol.....2
- ◆ Jacksonville Beach Police Department.....3
- ◆ Neptune Beach Police Department1
- ◆ Atlantic Beach Police Department2
- ◆ FWC (Fish & Wildlife Commission)2
- ◆ FDOT.....0
- ◆ FDEP.....5

III. Education and Outreach:

Public attitudes and behavior about trash handling and perceptions about solid waste management are affected directly by education and awareness programs. The U.S. Conference of Mayor's Urban Litter Partnership found that "Public education and communication efforts are a mainstay of successful litter prevention initiatives. Whether directed toward the general public, children or a specific target audience, strong public education that complements the announcement of new ordinances, procedures, new routes, program changes or automated services is a key ingredient to litter prevention and management". The Florida Center for Solid & Hazardous Waste Management found that "Public education and awareness campaigns have been effective tools at reducing litter in a number of states". The provision of volunteer opportunities through organized cleanups and programs like Adopt-A-Road also partner citizens with government in efforts to maintain the appearance of the community and play a strong role in education and outreach efforts. If recognition is publicized, the positive behavior and involvement can be held up as a model for others, thus strengthening the educational process and reinforcing positive behavior. Practices effectively utilized by other cities include long-term, ongoing litter prevention campaigns, regular surveying of citizens, use of Adopt-A-Road programs, Litter-Free event programs, annual volunteer opportunities and recognition programs, community presentations, business oriented programs, targeting of apartment dwellers, formal affiliation and interaction with Keep America Beautiful, community committees or commissions, curriculum development/partnerships with community schools, use of annual litter surveys and waste reduction activities for promoting prevention.

The Clean It Up, Green It Up Activity works to educate, heighten awareness and change attitudes regarding littering through a variety of programs. The activity has established a substantial presence in the community in terms of educating the public, motivating citizens and supporting neighborhood and city-wide cleanups and serving as a clearinghouse for a wide range of citizen and community concerns, questions and uses related to beautification efforts. The activity supports the Keep Jacksonville Beautiful (KJB) Commission and utilizes a variety of community outreach initiatives aimed at educating citizens and enhancing community awareness regarding issues impacting the visual vitality of our community.

- a. **Cleanup Support** - The activity assists residents and community groups interested in planning neighborhood cleanups or participating in annual community volunteer cleanups. Organized volunteer groups cleaning public rights-of-ways or other public areas are eligible for planning assistance and free support materials, such as bags and gloves. In addition, staff responds to e-mails, phone calls and correspondence on a variety of beautification inquiries, suggestions and complaints as well as promotional and outreach activities. Through their programs and activities, from April 1, 2011 through March 31, 2012, the activity has accounted for 9,297 volunteers who contributed 17,883 hours collecting 9,559 bags of litter and trash at an estimated weight of 191,180 pounds.
- b. **Presentations** – The activity provides speakers to a wide range of organizations, community groups, schools and special events. Over the time frame of this report, staff made 129 presentations to 11,971 children and adults.

Annual Community Cleanups – The group worked with KJB to plan, promote, partner and coordinate a number of community-wide cleanups over this period including the International Coastal Cleanup in September, St. Johns River Celebration and the associated Great American Cleanup, International Surf Day and July 5th Beaches Cleanup. The St. John’s River Celebration alone drew 1,002 volunteers contributing 1,822 hours and collecting 959 bags of litter at an approximate weight of 19,180 pounds. The commission conducted the second annual “America Recycles Day” on November 15, 2011 which is a nationwide project started by Keep America Beautiful. The Prime Osborn Convention Center provided their parking space for the event. Southland Waste Systems (SWS) partnered with Keep Jacksonville Beautiful by providing their staff and equipment. Approximately twenty-five SWS staff greeted an estimated 350 Duval County residents as they drove up in the vehicles to drop off recyclables such as plastics, newspapers and documents. SWS provided a shred truck called a “Witness Truck” because the residents can watch their personal documents being shredded. There were 22,530 pounds of paper shredded, 270 pounds of magazines, newspapers and phone books collected and 300 pounds of cardboard. The total volume recycled was 23,100 pounds. Keep Jacksonville Beautiful and SWS also collected 90 new and used cell phones and 100 chargers which were donated to Hubbard House.

- c. The Duval County Schools continue to help us by promoting our annual community cleanup events. A number of schools are in our Adopt-A-Road program and we receive numerous invitations for presentations from schools annually.
- d. **Adopt-A-Road** – This program recruits groups to make a long-term commitment to performing monthly cleanups on selected road segments and reporting results. There are 182 active groups in the program, including City Council members, non profit groups and businesses. During the reporting period, 5,143 A-A-R volunteers provided 5,690 volunteer hours collected 3058 bags, or an estimated 61,160 pounds of debris.
- e. **Clean Business Program** – This program recruits businesses that pledge to adhere to litter reduction strategies and to ensure maintenance of their interior and exterior premises. The program currently has close to 88 businesses participating.

- f. **Keep Jacksonville Beautiful (KJB) Commission** – Clean It Up, Green It Up staff provide support to the Keep Jacksonville Beautiful Commission which serves the community as an affiliate of the Keep America Beautiful organization with the aim of supporting efforts to beautify our community. The Commission facilitates partnerships among agencies, businesses, citizens and community organizations, supports ongoing programs and seeks to educate and involve the public in efforts to enhance the beauty of our community. New appointments to the Commission were secured and a revitalized organization is working toward a larger impact on providing community support for programming and raising awareness of ongoing issues and litter prevention actions. The Commission has developed an awards program which has presented awards in a number of categories to individuals, businesses, community organizations, colleges and schools for their support of beautification efforts. The awards were presented at the Mayor’s Annual Environmental Awards Luncheon. The Florida Department of Transportation cut the commission’s grant from the state budget. The commission began an annual fundraiser in January 2010 to compensate for the loss of the grant funding.
- g. **Don’t Trash Jacksonville Campaign** – Clean It Up, Green It Up staff work with the Public Information Division to support a campaign designed to reach a broad audience to raise and maintain awareness and to target segments of our community contributing to the litter problem. The “Don’t Trash Jacksonville” educational package targeting elementary school age students include public, private and home schooled students K-3rd grade. The educational package includes a DVD that incorporates real and animated characters, also included are coloring books, a reorder and comment post card, and resources on our DTJ website. To date 9,303 coloring books have been distributed to 224 teachers and home-schooled students and the package continues to be popular with teachers and provides a great opportunity to reach kids at a young age. We have distributed an estimated 2,000 coloring books in addition to the education program. In the last year, a cigarette butt campaign was continued with cigarette butt surveys, distribution of pocket ashtrays to smokers, campaign information distribution and a grant from Keep America Beautiful that allowed for installation of butt receptacles on the northbank riverwalk, Main Library Downtown, King Street & St. Johns Avenue, and City Hall. In addition, we partnered with the Jacksonville Transportation Authority by conducting butt scans and providing ash receptacles at bus stops on Riverside Avenue, and southbank-1305 Riverplace.
- h. **Volunteer Recognition** – Certificates, t-shirts and stickers are provided for volunteer participants in various programs. The quarterly newsletter has provided a good outlet for recognizing groups and projects, recruiting in the community, promoting upcoming events and as an educational tool. The newsletter has been redesigned and reformatted to an electronic publication for user friendliness and easier access. It is posted on the city’s website and distributed in print form to upon request.
- i. **Web Site** – The activity continues to work closely with Community Affairs on enhancements to their web site that provides information on all their programs, special events and volunteer opportunities. Special updates support annual events and visitors to our site. Public service announcements and photos along with contact information were added to the internet sites.

- j. **Partnerships** – The activity continues to initiate and expand working partnerships with a variety of agencies and organizations as illustrated by the following examples.
- ◆ The collaboration with the Community Affairs Division in the development of media campaign components helps to reduce costs, maximize existing resources and maximize the impacts of the campaign components. This collaboration has resulted in numerous awards and national recognition and also heightened awareness locally of litter-related issues.
 - ◆ The Duval County School Board provides assistance by helping distribute event information throughout the school system.
 - ◆ The Recreation and Community Programming Division and the Waterfront Management and Programming Division provide sites for cleanup coordination. Park staff has served as site captains registering volunteers and distributing supplies and information as well as disposing of litter after cleanups.
 - ◆ Public Works Right of Way and Grounds Maintenance and the Solid Waste Division do an outstanding job providing ongoing cleanup support throughout the year. Public Works installs and maintains cigarette ash receptacles on city right of ways purchased for our Cigarette Litter Prevention Campaign that are already in their maintenance scheduled areas.
 - ◆ Companies and organizations continue to provide support for community events. Some examples of support include: **In-kind Contributions:** WJCT \$2,448.00, Krispy Kreme \$80.00, All Wet Sports \$250.00, TIDBITS \$500.00, Folio Weekly \$1,180.00, Keyboard Connections \$600.00, Renda Broadcasting \$1,500.00, Keep America Beautiful \$3,300.50, Ocean Conservancy \$452.50, Coca Cola \$430.00, Cheney Brothers \$80.00, Lowe's \$23.00, Pepsi Cola & Panera Bread Company in-kind amount not provided, DBi Services \$2,023.00, Waste Management \$730.00, Advanced Disposal \$325.00, Nestles Waters \$124.00, Bailey Publishing \$85.00, Ocean Conservancy supplies \$250.00, Riverkeeper \$386.75, Gulpable LLC \$280.00, Bacardi \$480.00, Publix \$100.00, Republic Services \$2,200.00, Winn Dixie \$50.00, fundraiser \$3,295.60
Contributions: Henry Schein, Inc. \$1,441, Bank of America \$1,000.00, Hubbard Construction \$2,500.00, Waste Management \$3,580.54.00, CITI \$ 2,000.00, Publix Supermarkets \$500.00, Haskell Company \$512.75, Keep America Beautiful \$2,500.00, Gulpable \$700.00, In River Or Ocean \$1,000.00, \$5,738.00 various donations from fundraiser. Florida Inland Navigation District grant \$4,988.49, Downtown Vision Inc. helps to keep the downtown clean by having their Downtown Ambassadors help with picking up litter, promoting our cigarette butt litter campaign and Clean Business Program to downtown businesses.
 - ◆ The Environmental Protection Board provided support for joint presentations; helps publicize events and staff cleanups.
- k. **Organization Recognition** – In 2011, Keep Jacksonville Beautiful was recognized at the Keep America Beautiful national conference in New Orleans, Louisiana by being recognized and receiving the Second Place Cigarette Litter Prevention Program Award and Distinguished Service Citation Award. Keep Jacksonville Beautiful also received the Presidential Circle Award recognizing standards of excellence for beautification, anti-litter programming and for the litter abatement programs and projects.

- l. Future Plans –A greatly expanded Keep Jacksonville Beautiful Commission should continue to help galvanize community support for programming and provide new ideas and perspectives. Future plans include looking into additional opportunities to increase support and further refinement of annual award nomination criteria.

- m. **Best Practices** – Through attendance at the Keep America Beautiful national conference and Keep America Beautiful Affiliates of Florida (KABAF) annual meetings, periodic review of literature and internet offerings, affiliation with national organizations and communication with other governmental representatives, staff have the opportunity to note new developments or applications which may present improvement opportunities here in our community. Annual comparisons of our operations with those of other cities, and active participation in the sharing of information with Keep America Beautiful and local affiliates and environmental organizations around the country, will ensure that we are kept apprised of current strategies, approaches, and new technology being employed in efforts to combat litter. These will continue to be reviewed and considered for potential application in our own city.

Solid Waste Division Program Proposal & Estimated Costs – Litter Ordinance:

In 2005, the Transportation Planning Division identified 895.29 miles of city and state roads meeting the litter ordinance definition for roadways needing weekly cleaning (44,555 total miles a year). It was noted that after accounting for FDOT monthly litter collection on state roads and current city contractor litter collection efforts, the Solid Waste Division would be faced with remaining mileage of 33,441.48 miles in order to meet ordinance requirements relative to weekly cleanings. In reviewing these requirements, Solid Waste initially developed a program proposal which broke the city up into four separate service areas handled by separate contractors, called for some equipment acquisitions and additional staffing support to enhance existing capabilities and to handle anticipated increases in service requests. Currently there is no litter contractor. The Solid Waste Division in 2005 estimated the total cost to meet this requirement in the future would be approximately \$3,000,000.00.

