

Keep Norfolk Beautiful

FY15 ANNUAL REPORT



“Regarding Clean the Bay Day, Norfolk was the largest civilian contributor this year – by a large margin”
Tanner Council, Chesapeake Bay Foundation



Leading Citizens to Environmental Stewardship

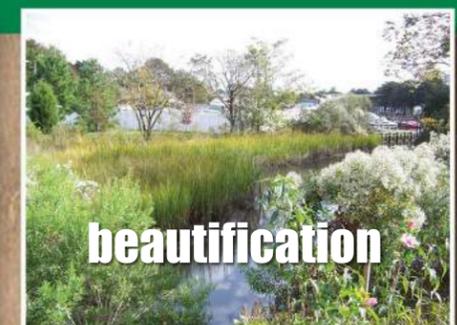
Norfolk Collegiate School children and employees from HDR Company clean up the Ernie Morgan Environmental Action Center during Keep Norfolk Beautiful Day.



litter prevention



recycling



beautification



THE CITY OF
NORFOLK



Norfolk volunteers picked up 126,000 pounds of trash and debris

126,000 Pounds

=

21 Adult Elephants





KNB Team



Kevin R. Du Bois, PWS, PWD, CFM
Recycling Coordinator

Kevin Du Bois is the Executive Director of Keep Norfolk Beautiful and the Norfolk Environmental Commission. He has a Master of Science degree from the SUNY Stony Brook School of Marine and Atmospheric Sciences and previously served as an Environmental Engineer for the Norfolk Department of Planning. He provides wetland technical expertise to the Lafayette Wetland Partnership and is a volunteer with the Friends of Norfolk’s Environment. He enjoys backpacking, fly fishing, surfing, and photography.



Lisa Renée Jennings
Public Services Coordinator

Lisa Renée Jennings manages and coordinates volunteer participation in the Great American Cleanup, International Coastal Cleanup and Norfolk’s participation in Clean the Bay Day. She manages KNB’s Cigarette Litter Prevention program, Adopt-A-Spot program, and conducts the Community Appearance Index. She also coordinates tree planting and other beautification efforts throughout the City. Lisa Renée is responsible for training volunteer group leaders and keeping them supplied with the necessary tools to improve neighborhoods by keeping them clean and beautiful. In her spare time Lisa Renée upcycles men’s ties into new clothing.



Jennifer J. Roll
Administrative Technician

Jennifer Roll performs all administrative, financial, and human resources duties and provides invaluable logistical support in coordinating and promoting all of KNB’s programs and events. She is a recent graduate of Saint Leo University, where she received her bachelor’s degree in Criminal Justice. She is a West Coast native, but has enjoyed exploring and learning all the wonderful things the East Coast has to offer. When not at work, she enjoys the outdoors and running road races and obstacle endurance races.



Alvin Gregory
Messenger/Driver

Alvin Gregory maintains the City’s recycling drop-off centers and pet waste stations, and helps with the maintenance of the Ernie Morgan Environmental Action Center and keeps it looking good for the variety of community users. Prior to working for KNB, he served Dominion Virginia Power for 29 years as a meter reader/meter serviceman. In his free time, he serves his faith community by singing in the male chorus and teaching the new member class at his church.



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Phillip Hawkins, Norfolk Environmental Commissioner, helps children with the recycle relay at ecoFest on the Lafayette River

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Keep Norfolk Beautiful Leading Citizens Toward Environmental Stewardship.

Through educating and changing attitudes, we promote individual responsibility for preventing pollution, reducing waste, and creating a more sustainable environment.

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www.norfolk.gov/knb





By the Numbers

Leading Citizens Toward Environmental Stewardship

16,650

Volunteer hours dedicated to making Norfolk a better place to live

\$414,585

Value of volunteer service hours

\$41,000

Grants awarded to support programs

2,272

Students engaged in environmental literacy

27,687

Pounds of trash removed from public beaches

62%

Single family homes in Norfolk that regularly recycle

48,468

Pounds of waste diverted and recycled



Awards Environmental Excellence



Lisa Renée Jennings accepts an award at the national Keep America Beautiful conference in Washington, DC



Cigarette Litter Prevention Program Award

Keep Norfolk Beautiful received the Keep America Beautiful (KAB) National Distinguished Service Citation for its efforts in cigarette litter prevention. The award was presented during the annual Keep America Beautiful National Awards Dinner, held during the 2015 KAB National Conference in Washington, D.C. To earn this prestigious award, KNB addressed and implemented four key strategies to reduce cigarette litter:

- Supported laws that discourage cigarette litter
- Raised awareness about cigarette litter prevention using public service messaging
- Placed ash receptacles at transition points, such as entrances to public buildings
- Distributed pocket ashtrays to adult smokers.

“Cigarette butt litter is the most littered item in America, according to KAB’s landmark *Litter in America* study,” said Jennifer Jehn, President and CEO of KAB. “Keep Norfolk Beautiful’s award-winning program is helping to reduce cigarette litter and educate community members about the problems associated with this common source of litter.”

Established in 1953, KAB is a national network of partners including state and local affiliate directors, business leaders, policymakers and other national experts who focus on framing new ideas and strategies to build and sustain vibrant communities and aims to transform public spaces into beautiful places.



Karen Cifranick of the Bayview Civic League holds Norfolk’s Volunteer Hampton Roads Achievement Award

Volunteer Hampton Roads Achievement Award

KNB received a *Volunteer Hampton Roads Achievement Award* for its outstanding work in managing volunteer programming for a non-profit organization. The Volunteer Program has been instrumental in numerous environmental endeavors. Some examples are Adopt-A-Spot cleanups, planting wetland grasses along the shoreline to prevent erosion, collecting and recycling household hazardous waste, participating in the Great American Cleanup, International Coastal Cleanup, Keep Norfolk Beautiful Day, Recycle Norfolk Day and Green Reader. Volunteers also helped the City of Norfolk increase property values and save energy costs by planting trees and helping the City make progress towards its 40% tree canopy goal. The Program increased volunteer value to the city by expanding Adopt-A-Spot opportunities to include adopting and maintaining pet waste stations throughout the city.





Ernie Morgan Environmental Action Center



More than 20 years ago, the Norfolk Clean Community Commission began planning an environmental education center that would provide citizens with comprehensive information about a wide range of environmental programs offered by City agencies and its many partner organizations. The structure, that was once a concession stand in Lafayette Park, has become the Ernie Morgan Environmental Action Center (EAC), the iconic hub of KNB program operations. The EAC also serves as a center for the distribution of volunteer services and a free meeting place for public NGOs who often don't have office space of their own. Our latest partner organization, Project Healing Waters, provides wounded military service men and women with opportunities to get some R&R making fishing lures and planning fishing outings.

On February 11, 2015, KNB unveiled the new LOVE Project Human Sundial. The art installation, a collaboration between KNB and the Friends of Norfolk's Environment, was developed by local Eagle Scout David Spear (Boy Scouts of America, Troop # 837). The project is part of the Virginia Tourism Corporation's *Virginia is for Lovers* campaign that works to increase tourism throughout the state. This project has generated statewide interest and tourists have come to snap their picture next to the installation.



KAB Open House at the EMEAC



Ronald H. Williams, Jr., Deputy City Manager, congratulating David Spear for completing his LOVE Sundial installation at the EAC



Alicia Nixon, Municipal Intern III and Fleta Jackson, Public Relations Specialist promoting Bay Star Homes at the KNB Open House

PARTNER ORGANIZATIONS

- Norfolk Environmental Commission and Committees
- Friends of Norfolk's Environment
- Lafayette Wetland Partnership
- Project Healing Waters
- Norfolk Master Gardeners
- Norfolk Bay Star/Lake Star Homes
- Wetlands Watch
- EPA: Trash Free Waters
- Sierra Club
- Flying Wild
- Canine Crusaders
- Norfolk Tree Commission
- Girl Scouts
- Boy Scouts

EAC OUTREACH

The Ernie Morgan Environmental Action Center provides an important community service by providing free meeting space for both government and community partners. Each of these partners, in their own way, works to make Norfolk a better place to live, work and play. KNB is proud to support their efforts and continually seeks opportunities to collaborate with partner organizations in ways that benefit Norfolk's residents.



Pictured L to R: Kevin Du Bois, Public Works Director David L. Ricks, FONE President Amelia Baker, Eagle Scout David Spear and Norfolk Public Services Coordinator Lisa Renée Jennings

A Message From the KNB Executive Director



KNB receives grant funds to supplement City resources and we leverage that money for maximum benefit. For every dollar provided to KNB, our work multiplies that investment into \$1.67 in volunteer services to Norfolk neighborhoods. KNB's signature programs aimed at litter prevention and litter awareness include the Great American Cleanup, Clean the Bay Day, the International Coastal Cleanup, and the Community Appearance Index survey. KNB is proud to serve as a leader in youth environmental literacy with its Green Reader program. KNB champions Norfolk's recycling efforts by coordinating Recycle Norfolk Days. In addition to recycling clothes, household items, books and electronic waste, citizens can properly dispose of paint, used oil, pesticides and other hazardous materials so that these materials do not end up in our waterways.

It is my pleasure to present to you the Keep Norfolk Beautiful (KNB) year-end report for FY15. KNB is a division of the Department of Public Works and we have a small but dedicated staff working in communities throughout the city to prevent littering, promote recycling and conduct beautification projects that make neighborhoods vibrant and desirable places to live.

As outlined in this report, the staff at KNB achieve huge results annually. Each year,

Looking into the future, KNB has several innovative pilot projects in development. We are working with the national Trash Free Waters program to develop a social media

campaign to combat littering in low income neighborhoods. We plan to expand our Adopt-A-Spot program and start recycling fishing monofilament. We hope to add a third Norfolk Recycles Day just prior to the beginning of our active hurricane season to collect and properly dispose of hazardous waste and enhance Norfolk's resiliency. KNB staff will also be collaborating with the Norfolk Environmental Commission to promote enhanced recycling in City Hall, increase recycling programs in Norfolk public schools, and provide wetlands education to build support for wetlands restoration—a key strategy for Public Works' required water quality/nutrient reduction strategies.

Dedicated to the City's priorities, Keep Norfolk Beautiful looks forward to another year of superior service to Norfolk neighborhoods!

Kevin R. Du Bois, PWS, PWD, CFM
Recycling Coordinator



Students from Campostella Elementary School celebrate after planting wetland grasses at Colley Bay



Recycling Ambassadors at ecoFest on the Lafayette River



Well-Managed Government

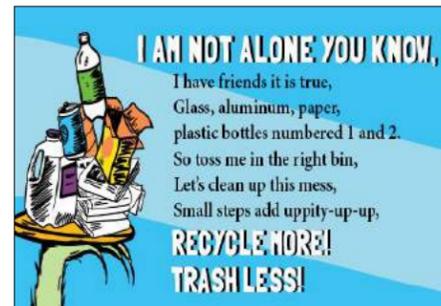
Keep Norfolk Beautiful

In FY15, Keep Norfolk Beautiful organized, trained, and equipped 6,863 volunteers who performed community service projects in neighborhoods throughout Norfolk. The volunteers picked up litter, cleaned beaches, and planted trees and flower gardens. To reward 27 participating civic leagues for their documented environmental stewardship activities, KNB will return \$9,575 to neighborhoods as a way to catalyze additional environmental improvements.

KNB gave 44 public presentations to 2,801 citizens about litter prevention, curbside recycling, wetlands restoration, community beautification, and other topics. KNB provided this information at a variety of public venues including Old Dominion University's Sustainable Living Fair and Blue Green Festival and the Lafayette Environmental Outreach's inaugural ecoFest!

Investment Multipliers

Keep Norfolk Beautiful is a good steward of the public's resources. In FY15, KNB coordinated and engaged volunteers so that for every \$1.00 provided in our budget, we gave \$1.67 in litter prevention, recycling, and beautification services back into Norfolk communities. KNB provided \$12,427 to the Hampton Roads Planning District Commission's (HRPDC) media budget to promote litter prevention and recycling. We joined with other municipalities and cooperative partners and the HRPDC obtained \$90,585 in free advertising to produce print, online, radio and television information, articles, and interviews. This collaboration resulted in 3.1 million people receiving our information - a \$226,968 value and 18 times KNB's initial investment.



Volunteers at work throughout Norfolk's neighborhoods



Safe, Healthy and Inclusive Neighborhoods

Community Appearance ("Litter") Index

Developing the Community Appearance Index requires trained City staff and volunteers to collect visual observations on 60 standardized routes over a two-day period. Data collected each year characterizes the extent of littering throughout the City and helps staff identify targets for additional litter prevention education and outreach.

Adopt-A-Spot (AAS) Program

AAS is a litter prevention program that gives citizens the opportunity to take ownership of their neighborhood and contribute to a healthier and cleaner environment. It engages volunteers (individuals, community groups, business groups) in a minimum of four annual cleanups. In FY15, 148 groups (3,338 adults and 573 youth volunteers) conducted 483 cleanups, collected 2,278 bags of litter (45,570 pounds), and an additional 8,199 pounds of bulk debris!

International Coastal Cleanup (ICC)

The ICC was founded 30 years ago and serves to bring awareness about the marine environment and the devastating impact of littering on marine wildlife. As part of this initiative, collected cleanup data is sent to the Ocean Conservancy, a national non-profit organization working to achieve healthy oceans around the world. The data will then be analyzed to identify local, regional, national and international trends, and marine litter education needs. In FY15, cigarette butts were the most frequently littered item, followed by plastic bottles and aluminum cans. KNB continues to work with citizens in the ongoing fight to end marine debris, create healthier waterways, and foster a cleaner, more beautiful Norfolk.

Recycle Norfolk Day

Recycle Norfolk Day is a collaboration between KNB and the staff at Waste Management where citizens are encouraged to bring in items not normally collected in the City's curbside program such as plastic bags, household hazardous waste, TVs, batteries, etc. The program supports charities like Goodwill and the Up Center and more recently has provided a free service for sensitive document paper shredding.





Safe, Healthy and Inclusive Neighborhoods

Clean the Bay Day

KNB organizes volunteers for the Chesapeake Bay Foundation's annual stream and shoreline cleanup. Staff train zone captains that lead thousands of volunteers, families, individuals, clubs, businesses, non-profits, conservation groups, and military personnel to clean up shorelines throughout the city and other areas that drain to the Chesapeake Bay watershed. In FY15, volunteers cleaned 37 different sites throughout the city.



Volunteers dispose of marine debris from the shores of Chesterfield Heights



Environmental Sustainability

Great American Cleanup

The Great American Cleanup (GAC) provides communities with structured service projects that engage volunteers to take greater responsibility for their community's environment. All GAC service projects create opportunity for environmental education and positive behavior change to build and sustain more beautiful communities. Examples of GAC projects include:

- removing litter from roadsides, highways, and shorelines for safer and cleaner communities
- planting trees, flowers and gardens to strengthen communities' green infrastructure
- cleaning and restoring natural areas to encourage outdoor play and physical activity
- recycling cans, bottles, electronics, paper, clothing, books and other items to give waste items another life

Number of volunteers:

1000+

Pounds of Litter Removed:

29,000

"Never doubt that a small group of thoughtful committed citizens can change the world; indeed it's the only thing that ever has."

-Margaret Mead

914
Number of Active KNB Volunteers

1.5%
Increase from FY14

26,887
Pounds of Debris Picked Up or Dug Out

7.5%
Increase from FY14

40
Miles of Shoreline or Land Cleaned

23%
Increase from FY14

Tree Planting

For Norfolk's Arbor Day event, KNB recruited volunteers to assist the Friends of Norfolk's Environment (FONE) and the Norfolk Tree Commission in providing 543 trees to citizens for planting on private land.

KNB also worked cooperatively with FONE to implement community environmental enhancement projects. As part of its "Neighborhoods" initiative in FY15, KNB worked to distribute over 78 trees on private property and 100 trees with the Trees for Clean Water program on public land, helping the City get closer to its 40% tree canopy goal.



Planting trees and shrubs at Colley Bay

Oyster Shell Recycling

KNB works cooperatively with Norfolk's Division of Waste Management to collect and store oyster shells donated by local restaurants and from private oyster roasts. The shells form the critical foundation for oyster restoration and are donated to the Chesapeake Bay Foundation for their use in regional oyster restoration projects. In FY15, KNB facilitated the collection and donation of 110 bushels of oyster shells that were diverted from the waste stream and used for restoration efforts in Norfolk waters.





Environmental Sustainability



Lifelong Learning



E-waste collection for recycling

Environmental Awards for Recycling in Norfolk's Neighborhoods (EARNN)

The EARNN program began as a way to address littering and boost curbside recycling in the City. It has evolved into a comprehensive program that engages citizens to take responsibility for their neighborhoods and help the City achieve its storm water and pollution abatement, tree canopy, environmental literacy, and beautification goals. Cash awards to civic leagues are meant to enable communities to carry out additional environmental sustainability actions.

FY15 compared to FY14

28 ↑ 14%
Number of civic leagues participating in EARNN activities

\$9,575 ↑ 16%
Total amount awarded to civic leagues

Clean City Celebration: KNB and NEC Environmental Awards and Recognition

KNB hosted its 24th annual Clean City Celebration which gathered dignitaries from City government, the military, business, and non-profits to publicly recognize its many volunteers. At the event, the Norfolk Environmental Commission, aided by Councilman Barclay Winn, recognized 30 groups and individuals with environmental awards in the following categories:

- BUSINESS
- YOUTH
- EDUCATION AND OUTREACH
- GREEN BUILDING PIONEER
- CITY EMPLOYEE
- ERNIE MORGAN LIFETIME SERVICE



Shirley Smith with Ingleside C.L. EARNN Award

Award-winning projects included recycling waste concrete, providing employee training in environmental stewardship and sustainable practices, composting and maintaining community gardens at school, promoting lakeside buffers, conducting recycling education, removing invasive plant species, education regarding the proper disposal of medical waste and household hazardous waste, teaching students about adaptations to sea level rise, restoring wetlands, providing early childhood environmental literacy on recycling and litter prevention and recycling plastic bags!

The Hermitage Foundation received the prestigious Ernie Morgan Lifetime Service Award for their extraordinary contribution to promoting environmental sustainability and resilience in Norfolk. KNB celebrated the work of over 100 Adopt-A-Spot, Great American Cleanup, and Clean the Bay Day group leaders and recognized the work of 15 civic leaders and presented their awards for participation in the Environmental Awards for Recycling in Norfolk's Neighborhoods program.

Storm Drain Medallions

As part of the EARNN program, many communities installed storm drain medallions to inform citizens that pollutants in the street, such as dog feces and trash, drain into our local waterways and eventually into the Chesapeake Bay.

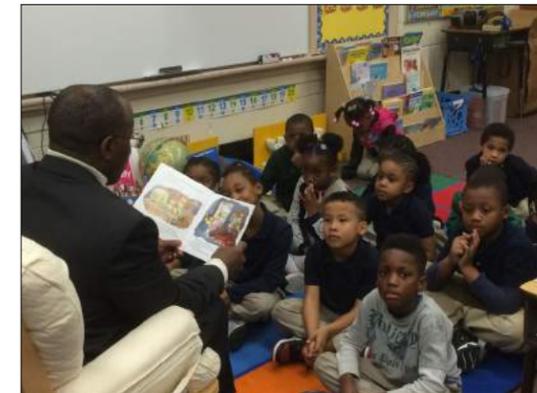


Green Reader

Through the Green Reader program, volunteers visit Norfolk's elementary schools and read one of several short stories with a recycling or litter prevention theme. After the reading, the guest "Green Reader" engages students in a discussion about the book, its theme, and the importance of keeping the community and the Chesapeake Bay clean. The students are also encouraged to participate in litter cleanups and other community projects. Children are left with a better understanding of their role in caring for the environment. In FY15, KNB visited 11 Elementary Schools: Berkley Early Childhood Center, Campostella, Chesterfield, Jaycox, James Monroe, Lindenwood, Norview, P.B. Young, Richard Bowling, St. Helena, and Tidewater Park. In FY16, 11 new schools will be identified to participate in the Green Reader program.



Harvey Howard, Superintendent of Waste Management, at Ingleside Elementary School



David L. Ricks, Director of Public Works, at Chesterfield Academy

11
Schools participating

215
Volunteers

2,272
Students Reached



Marcus D. Jones, City Manager at Ingleside Elementary School