



## Legislation Text

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**TO:** Mayor and City Commission

**FROM:** Jerry A. Blough, City Manager

**DATE:** April 2, 2014

### 2015 “KEEP BROWARD BEAUTIFUL” PROGRAM

**BACKGROUND:** The mission of Keep Broward Beautiful (KBB) is to empower individuals to take greater responsibility for enhancing their communities. Working with KBB, local volunteers help keep Broward County clean and green through programs such as Adopt-A-Street. This local Keep America Beautiful affiliate program has mobilized 18,000 volunteers to clean up their streets, and resulted in the removal of more than 200,000 pounds of litter.

#### What is Adopt-A-Street?

Adopt-A-Street is a program that empowers volunteer groups to keep their neighborhoods litter-free one street at a time. To date, more than 18,000 volunteers from 20 cities have removed over 200,000 pounds of litter from their adopted streets!

#### How does participation benefit neighborhoods?

- Increases property values
- Reduces litter-removal costs
- Fosters pride (people litter less in clean neighborhoods)
- Frees up maintenance crews to perform other tasks

#### What's involved in Adopt-A-Street participation?

Residents volunteer to remove litter from an adopted street in their city four times a year for two years. (Streets are half-a-mile long or more.) Broward County provides organizational help, cleanup supplies, free disposal, and Adopt-A-Street signs with the name of the group on them. A Group Leader coordinates cleanups between the group and *Keep Broward Beautiful*. Adopt-A-Street is a collaboration between Broward County, participating cities and volunteer groups.



**RECOMMENDATION:** For consideration by the City Commission.

**FISCAL IMPACT:** \$12,788 based on \$0.24 per capita. Funding source has not yet been identified.

**CONTACT PERSON:** Jerry A. Blough, City Manager