

**CONTRACT
FOR
LITTER CONTROL AND PREVENTION PROGRAM
MANAGEMENT**

This contract entered into this date 9-9-02 by and between Nassau County Board of County Commissioners (County) and Keep Nassau Beautiful, Inc. (KNB). The parties agree as follows:

1. KNB will provide educational and prevention services for the Great Florida Cleanup, the Adopt-a-Shore and the Adopt-a-Road/street programs. They may also provide educational and prevention services for such programs as Adopt-a-Highway, Xeriscape/Beautification, St Mary's River Clean-up and Nickelodeon Big Help Day. Other programs may be added with written consent from both KNB and County.
2. KNB will strive to obtain an awareness of the litter problem in Nassau County, reduce litter and improve the appearance of Nassau County by empowering citizens through active participation within the community.
3. KNB will strive to increase awareness and prevent litter in Nassau County through litter prevention education. KNB will strive to reduce litter removal cost and improve the appearance of State Highways in Nassau County by promoting the Florida Department of Transportation's Adopt-a-Highway Program.
4. KNB will also strive to promote awareness of litter free and clean coastlines for both fresh and salt water areas of Nassau County; to reduce litter and illegal dumping in Nassau County.
5. Proposal for services prepared by KNB dated August 29, 2002 and detailed in Attachment A, are incorporated in to this contract
6. KNB will submit a bill to the County for the above mentioned services and program management in the amount not to exceed \$5000 per year. A summary of the progress of all programs covered under this agreement detailing specific tasks performed by KNB will be submitted to the Nassau County Director of Solid Waste Management with the request for payment.

PROPOSAL FOR THE LITTER AND MARINE DEBRIS PROGRAM MANAGEMENT IN NASSAU COUNTY, FLORIDA

BACKGROUND

Keep Nassau Beautiful, Inc. (KNB) is a private, not-for-profit corporation formed on July 32, 1991. KNB is an affiliate of both Keep America Beautiful and Keep Florida Beautiful. These three organizations are dedicated to educating the public on the solid waste issues facing the country and to promoting integrated procedures to manage waste.

KNB manages Adopt-A-Highway, Adopt-A-Mile, and Adopt-A-Shore programs to increase public awareness about litter and enhance community pride. Currently, KNB has 113 adopting groups throughout the county. KNB also promotes beautification through its Adopt-A-Spot and other planting programs countywide. KNB has sponsored tree and plant sales to raise public awareness, promote beautification, and raise funds.

KNB has successfully worked to nurture private/public partnerships to accomplish its goals with the added benefit of providing an opportunity for community service. KNB has established relationships and has access to the major employers in the county and has their significant support in reaching community goals. KNB has established relationships with Nassau County School Board administrators and several principals who are looking for innovative methodologies to prepare students for life.

A comprehensive integrated solid waste management includes the concepts of reducing, reusing, and recycling. The solid waste management triangle, as implemented in Nassau County, consists of reduction recycling reusing and land filling. KNB has embarked on an aggressive self-education plan to become an authority in these three parts of solid waste management.

KNB has a track record of public speaking to citizens groups throughout the county on the issues of land filling, recycling, conservation, and citizen involvement.

RESOURCES:

KNB has two persons on staff available to support this contract. They are accomplished public speakers and have backgrounds in training, significant organizational skills and experience in dealing with the public.

KNB's Executive Director works with the recycling program and is qualified to field questions from county residents and to give presentations as necessary. He is attending training sessions held by Keep America Beautiful, Florida Department of Environmental Protection, and Keep Florida Beautiful. KNB is a member of both Recycle Florida Today (RFT) and the Solid Waste Association of North America (SWANA).

KNB possesses an extensive library of information related to recycling and maintains subscriptions to various periodicals to remain current in the field. KNB has the reputation for being the local expert in matters related to solid waste and marine litter.

The Board of Directors and committees are KNB's greatest resources, bringing together a diverse group of Nassau County residents, representing all facets of the county, to focus on marine debris and litter issues. These individuals' expertise covers the gamut of environmental issues, volunteer management and involvement, financial experience, corporate leadership, small business ownership, education, and communication skills. Both the private and public sectors are represented. This group of workers is committed to the reduce, reuse, recycle concept and possess the added benefit of wide ranging community contacts and resources.

KNB's Solid Waste Committee is the prime group of volunteers that would oversee KNB's performance in the Litter and Marine Debris Prevention Program. This committee's membership includes the Southeast Environmental Director of Rayonier, a member of Nassau County Solid Waste Task Force, and other interested citizens.

REQUIREMENTS AND SPECIFICATIONS OF SERVICE:

PROMOTE THE COUNTY'S TOTAL LITTER AND MARINE DEBRIS PREVENTION PROGRAM-10 hours per week.

KNB will provide a speakers bureau to speak to civic groups. The objective is to speak to two groups per month. Letters and press releases will be prepared to announce this service to the community. KNB will work with both Chamber's of Commerce, and any other interested organizations, to develop programs to support Litter and Marine Debris reduction.

KNB will coordinate its efforts with the Nassau County School Board to promote the use of the existing Florida environmental curricula, focusing on educating the students on the impacts of marine litter and debris on the environment. Where necessary, KNB will assist teachers in conducting the classroom instruction. KNB will visit each Nassau County school during the first part of the school year to develop or revise current programs. Currently, KNB has nine schools throughout the county participating in programs.

KNB will develop and distribute a guide on Monofilament fishing line recycling and dangers to county residents through the schools and commercial establishments.

KNB will visit commercial and industrial entities to promote community support through participation, recycling, reusing, reducing, and purchasing recycled products.

KNB will continue the county recycling awards program to recognize outstanding performance by businesses, schools and not-for-profit groups.

KNB will continue to work with the Nassau County Solid Waste Director to develop and implement new recycling programs throughout the county.

BIND SCHEDULE:

MAN HOURS AND MAN HOUR RATE: KNB will allocate an average of 10 hours per week to this contract at a rate of \$25 per hour. The hourly rate includes the cost of office space, telephone, supplies, insurance, travel and postage. The total hours allocated to this contract are 520.

FEE: KNB's fee for service is \$5,000 for the twelve months beginning October 1, 2002.

SPECIFIC CONDITIONS AND EXCEPTIONS TO REQUIREMENTS AND SPECIFICATIONS.

Nassau County will be responsible for the following:

- 1) Printing and distribution costs such as postage for countywide mail outs. No mail outs are currently planned.
- 2) Identify KNB as the county's agent for promotion, education, and information gathering related to the Litter and Marine Debris Prevention Program.



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Great American Cleanup-Required

Goal: To increase awareness, reduce litter, and improve the appearance of Nassau County, Florida

Objective: To increase awareness, reduce litter, and improve the appearance of Nassau County, Florida by empowering citizens through active participation within the community.

Keep Nassau Beautiful, Inc. (KNB) will participate in the Great American Cleanup in March and April 2003. KNB will provide all volunteers with trash bags, gloves, and any other supplies needed. KNB will track the number of volunteers, hours spent, locations cleaned, dates, times, and the amount and type of trash picked up. KNB will recognize all volunteers with a Great American Cleanup T-shirt. KNB will recognize volunteers and accomplishments in the local newspapers. KNB will submit all reports to KAB as required. KNB will publish KAB's results in local newspapers.

Litter Prevention Community Presentations-Required

Goal: To increase awareness and prevent litter in Nassau County, Florida.

Objective: To increase awareness and prevent litter in Nassau County, Florida through litter prevention education.

Keep Nassau Beautiful (KNB) will provide presentations for businesses, organizations, groups, etc. using Keep America Beautiful's (KAB) "Why People Litter", "Litter-Known Facts", and "What Can I Do?" in order to promote litter prevention in Nassau County. KNB will provide resources and materials for litter prevention education. KNB will conduct an annual KAB Litter Index and publish the results in KNB's newsletter and website. KNB will publish an ad in the local newspapers using KAB's "Why People Litter", "Litter-Known Facts", and "What Can I Do?" to promote litter prevention within the community.

Adopt-A-Highway Promotion-Required

Goal: To reduce litter removal cost and improve the appearance of State Highways in Nassau County, FL.

Objective: To reduce litter removal cost and improve the appearance of State Highways in Nassau County, Florida by promoting the Florida Department of Transportation's Adopt-A-Highway Program.



Printed on
recycled paper



Keep Nassau Beautiful, Inc. (KNB) will promote the Florida Department of Transportation's Adopt-A-Highway program by making available informational handouts/pamphlets to the community. These handouts/pamphlets will be available at both Chamber's of Commerce offices, KNB's office, various county/city offices, public library branches, tag agency, and other various business locations. KNB will assist in managing the Adopt-A-Highway program. KNB will include all Adopt-A-Highway participants in the Great American Cleanup and any other cleanup activities. KNB will include all Adopt-A-Highway participants in any KAB systems mailings.

Adopt-A-Shore-Required

Goal: To increase litter free coastline in Nassau County, Florida

Objective: To increase litter free coastline in Nassau County, Florida by empowering citizens.

Keep Nassau Beautiful's (KNB) Adopt-A-Shore program allows businesses, organizations, and individuals to adopt one mile of coastline. The party agrees to do quarterly cleanups for a period of two years. The party also agrees to compete a quarterly report on the amount of trash pick up, the type of trash picked up, the number of volunteers, hours spent, location, date, and time of cleanup. KNB will provide the volunteers with trash bags, gloves, and any other supplies needed. KNB will work in partnership with local garbage haulers to have the litter bags removed. KNB will provide recognition of the party by providing Adopt-A-Shore signs at public entrances to the coastline, stating the adopting party's name and placing an ad in the local newspapers.

Florida Coastal Cleanup

Goal: To Clean and promote awareness of litter on our local coastlines.

Objective: To promote awareness of litter and clean both fresh and salt water coastlines in Nassau County, Florida through participation in the Florida Coastal Cleanup.

Keep Nassau Beautiful, Inc. (KNB) has participated in the Florida Coastal Cleanup by cleaning one area of our local beach known as Main Beach. This past year, 2002, KNB increased the area of coastline to include two additional areas of public beach. KNB will increase the areas in the next Florida (International) Coastal Cleanup to include some of our local fresh water rivers. Each year the coastal areas cleaned will be expanded until all coastlines in Nassau County are being cleaned.

Local Adopt-A-Road

Goal: To increase litter free awareness in Nassau County.

Objective: To increase litter free awareness in Nassau County, Florida by empowering citizens.

Keep Nassau Beautiful, Inc.'s (KNB) Adopt-A-Mile program allows businesses, organizations, and individuals to adopt a one-mile county roadside. The party agrees to do quarterly cleanups for a period of two years. The party also agrees to complete a quarterly report on the amount of trash picked up, the type of trash picked up, the number of volunteers, hours spent, location, date, and time of cleanup. KNB will provide the volunteers with trash bags, gloves, and any other supplies needed. KNB will work in partnership with local garbage haulers to have the litterbags removed. KNB will provide recognition of the party by providing litter control signs in both directions of traffic stating the adopting party's name, placing an ad in the local newspapers.

Adopt-A-Spot

Goal: To increase litter free awareness and improve the appearance of community shared access areas in Nassau County.

Objective: To increase litter free awareness in Nassau County, Florida by empowering citizens.

Keep Nassau Beautiful, Inc.'s (KNB) Adopt-A-Spot program allows, businesses, organizations, and individuals to adopt county-shared access areas, such as parks, ball fields, and trails. The party agrees to do quarterly cleanups for a period of two years. The party also agrees to complete a quarterly report on the amount of trash picked up, the type of trash picked up, the number of volunteers, hours spent, location, date, and time of the cleanup. KNB will provide the volunteers with trash bags, gloves, and any other supplies needed. KNB will work in partnership with local garbage haulers to have the litterbags removed. KNB will provide recognition of the party by providing litter control signs at the entrance to the contracted area, stating the adopting party's name, and placing an ad in the local newspapers.