

RESOLUTION 92 - 87

A RESOLUTION REQUESTING THAT THE DEPARTMENT OF ENVIRONMENTAL REGULATIONS ALLOW THE \$50,000.00 FINE FOR NASSAU COUNTY TO BE PAID TO KEEP NASSAU BEAUTIFUL.

WHEREAS, the Department of Environmental Regulations issued a fine for landfill activities in Nassau County prior to 1987; and

WHEREAS, the payment of those funds to the Department would not necessarily be earmarked for specific programs benefiting Nassau County; and

WHEREAS, if Keep Nassau Beautiful received the monies, the funds would be utilized locally to maintain and develop an environmental enhancement program for Nassau County.

NOW, THEREFORE, BE IT RESOLVED this 9th day of March, 1992, by the Board of County Commissioners of Nassau County, Florida, as follows:

1. The Board requests the Department of Environmental Regulations allow the fine monies to be paid to Keep Nassau Beautiful.

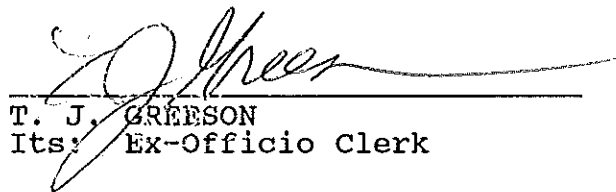
2. The attached Memorandum from Keep Nassau Beautiful is hereby submitted with the endorsement of the Board of County Commissioners.

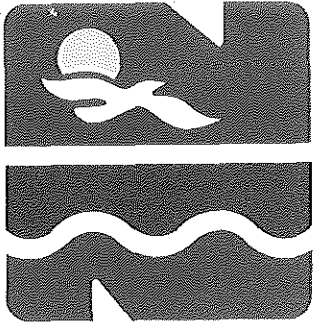
BOARD OF COUNTY COMMISSIONERS  
NASSAU COUNTY, FLORIDA



THOMAS D. BRANAN, JR.  
Its: Chairman

ATTEST:

  
T. J. GREESON  
Its: Ex-Officio Clerk



**KEEP  
NASSAU  
BEAUTIFUL,  
INC. MEMORANDUM**

**TO:** Department of Environmental Regulation

**FROM:** Keep Nassau Beautiful, Board of Directors

**SUBJECT:** \$50,000 Cash Allocation to Keep Nassau Beautiful

The purpose of this memorandum is to request from DER permission to allow the County Government of Nassau County, Florida to redirect the fine monies levied against the County for landfill violations through KNB for the purpose of maintaining and developing an environmental enhancement program for Nassau County. These monies would come in the form of cash and predicate the development of an in-kind program between KNB and the County Government. The development of the in-kind program would go above and beyond the normal responsibilities of the County, use "environmental enhancement" as a standard of definition, and would not be implemented until expressed approval had been given from the Secretary General of DER. The total sum of the in-kind program is \$105,000.00.

Whereas, Keep Nassau Beautiful, Inc. is by definition an environmental enhancement program, and whereas the local citizenry and county officials have a vested interest using the \$50,000 for a local environmental enhancement program, the Board of Directors for Keep Nassau Beautiful, Inc. would like to request these monies be allocated to our non-profit organization for start-up funds, operating costs, and to be used as collateral in obtaining matching grants.

Attached is a cost/benefit analysis reflecting the impact KNB has had on Nassau County in the past 6 months. We anticipate significant growth in the next year and the fine monies will help facilitate that process. Also attached is the programmatic scope of Keep America Beautiful, as well as proof of County support for this project. Barbara Mason of the Clean Florida Commission has been instrumental in the success of Keep Nassau Beautiful and will be happy to answer any questions advocating the importance of this decision. Her telephone number is 1-800-BAN TRASH. Thank you for your consideration.

**1991 KAB SYSTEM YEAR END REPORT**  
Reporting Period: January to December 1991



Please do your best to answer each question. It's important to report what you can and call us if there's something you don't understand. Please complete this form and return to KAB no later than January 31st.

Send to: Keep America Beautiful, Inc - REPORT  
9 West Broad Street  
Stamford, CT 06902

KAB SYSTEM NAME: Keep Nassau Beautiful, Inc.

EXEC. COORDINATOR: Karen Schroder

ADDRESS: 11 N. 14th Street

CITY/STATE/ZIP: Fernandina Beach, Fl. 32034 TEL#: (904)277-2701 FAX# (904)277-4180

Please check if any of the above information should be updated on our mailing list [ ]

1. What is your community's population? 48,872
2. When was your KAB System certified? July 30, 1991 (month/year)
3. Years as Coordinator: 6 months years Full-time  Part-time \_\_\_\_\_ Volunteer \_\_\_\_\_
4. Is your KAB System: Nonprofit 501(c)3  Gov't Commission/Committee \_\_\_\_\_

**I. PHOTOMETRIC INDEX: (see attached worksheet)**

Baseline Measure: 1.68 Date: June 11, 1991

Most Recent Measure: n/a Date: n/a

Litter Reduction/Increase: n/a % (Compute as a percentage using worksheet)

**II. COST/BENEFIT ANALYSIS: Use January to December 1991 figures (see attached worksheet)**

**COSTS:**

Your program's Government Funding Sources: \$ 11,000  
Includes: city/county monies and state grants

Other In-Kind Gov't Agency Costs (if applicable) + \$ 6,500

TOTAL YEAR-END COSTS = \$ 17,500  
===== (A)

**BENEFITS:**

**I. Non-Government funding sources - Including:**

Private contributions/memberships/any fund raising income from local business/individuals, etc. \$ 8138.63

Recycling Income (if applicable) \$ 6.75

Private Foundation Grants \$ 2,000.00

Benefits continued on next page

BENEFITS (Continued:)

II. PLUS, the dollar-value of the following benefits:

Total \$ value of Donated Goods/Services: \$ 3,738.00  
 Total \$ value of Volunteer Time: \$ 45,250.00  
 Total \$ value of any Cost Avoidance: \$ n/a  
 Total \$ value of any Reduction in Gov't Costs: + \$ 50,000.00

Part I + Part II = TOTAL YEAR-END BENEFITS = \$109,133.38 (B)  
 =====

$\frac{\$ 109,133.38}{\text{Line (B) Benefits}} \div \frac{\$ 17,500}{\text{Line (A) Costs}} = \text{RATIO} = \$1: \$ 6.23$  (C)  
 (Dollar return for every dollar invested in your KAB System program)

III. VOLUNTEER INVOLVEMENT:

Total number of volunteers for all projects/programs: 263  
 Approximately how many volunteer hours were given this year: 4,920 hours  
 Total number of volunteers for KAB MONTH projects alone: n/a  
 Total # of cleanups annually: 1 Approx. lbs. litter collected: 1,000 lbs.

IV. SCHOOLS EDUCATION:

Total number of schools workshops/presentations this year: 3  
 Approx. student attendance: 63  
 Total number of teachers/educators training workshops this year: 0  
 Approx. teacher attendance: 0

# of schools using Waste-In-Place? \*          Using Waste: A Hidden Resource? \*         

AVAILABLE TO ALL SCHOOLS IN NASSAU COUNTY

V. COMMUNICATIONS AND MEDIA ACTIVITY:

Total RADIO spots/placements: 0  
 (includes: psa's, talk shows, news stories, etc.)  
 Total TV spots/placements: 4  
 (includes: psa's, talk shows, news stories, etc.)  
 Total PRINT placements/mentions: 18  
 (includes: news stories and non-paid advertising)

Continued...

Communications and Media Activity (continued):

Have you purchased advertising space from the media? YES \_\_\_\_\_ NO X  
 if yes, how much did you purchase in Print media? \$ \_\_\_\_\_

All media coverage has been donated. \_\_\_\_\_ in Radio? \$ \_\_\_\_\_  
 \_\_\_\_\_ in TV? \$ \_\_\_\_\_

Do you have a newsletter? YES \_\_\_\_\_ NO X If yes, # of issues annually: \_\_\_\_\_  
 approx. circulation: \_\_\_\_\_

Total number of community outreach presentations this year: \_\_\_\_\_ 25  
 Approx. attendance: \_\_\_\_\_ 1,750

Total number of committee/subcommittee leadership workshops: \_\_\_\_\_ 13  
 (these workshops assign actions, hold accountable individuals/  
 groups for involvement) Approx. attendance: \_\_\_\_\_ 400

VI. SOLID WASTE MANAGEMENT INFORMATION:

Is your KAB System involved in recycling education? YES X NO \_\_\_\_\_

Is your KAB System actually collecting recyclables? YES \_\_\_\_\_ NO X

Is your municipality (town/city/county) collecting recyclables? YES X NO \_\_\_\_\_

Materials collected in your community:

(check all that apply)

Collection Method

	<u>curbside</u>	<u>drop-off</u>	<u>buy-back</u>	<u>Other</u>
<u>X</u> Aluminum cans	<u>X</u>	<u>X</u>	<u>X</u>	_____
<u>X</u> Steel cans	<u>X</u>	<u>X</u>	<u>X</u>	_____
<u>X</u> Glass	<u>X</u>	<u>X</u>	<u>X</u>	_____
_____ PET plastic	_____	_____	_____	_____
_____ HDPE plastic	_____	_____	_____	_____
_____ Polystyrene plastic	_____	_____	_____	_____
<u>X</u> Office paper	_____	_____	_____	<u>individual</u>
<u>X</u> Corrugated boxes	_____	<u>X</u>	<u>X</u>	_____
<u>X</u> Newspaper	<u>X</u>	<u>X</u>	<u>X</u>	_____
_____ Telephone Books	_____	_____	_____	_____
<u>X</u> Used Oil	_____	_____	_____	<u>Civil Defense</u>
_____ Tires	_____	_____	_____	_____
<u>X</u> Yard waste Composting	<u>X</u>	_____	<u>N/A</u>	_____
<u>X</u> Christmas Trees	_____	<u>X</u>	<u>N/A</u>	_____
<u>X</u> Household Hazardous Waste	_____	_____	<u>N/A</u>	<u>Civil Defense</u>

Has your local government asked your KAB System to participate in the development of local solid waste management plans other than recycling?

YES  NO

Has your local government asked your KAB System to be involved in siting decisions for newly planned disposal facilities?

YES  NO

**VII. ECONOMIC IMPACT:**

Has your KAB System had a positive impact on the economic development of your community?

YES  NO

Why or why not?

Given that this cost/benefit analysis reflects the first six months of KNB's progress, its difficult to assess the impact it has had on the area. However, the public response to the existence of KNB and its projected proposals has been very positive. Parts of Nassau County are heavily influenced by the tourism industry which will naturally benefit from an upgrading in litter control as well as improvements in the aesthetics of this community. Other parts of the county are mainly rural in scope and need attention for solid waste concerns. As these programs develop through public/private partnerships our hope is to absorb some of the responsibilities of local government and provide the citizenry of Nassau County with grass roots solutions to solid waste concerns.

Has your local chamber of commerce/economic development agency/mayor/other appropriate department cited your KAB System's activities as playing a part in bringing new business or development to your community?: YES  NO

**PLEASE USE THIS SPACE FOR ANY COMMENTS OR QUESTIONS**

Please return reports no later than January 31st.  
THANK YOU for your prompt response.



# KEEP AMERICA BEAUTIFUL, INC.



MILL RIVER PLAZA / 9 WEST BROAD STREET / STAMFORD, CT 06902 / (203) 323-8987 / FAX: (203) 325-9199

July 11, 1991

Ms. Sherry Klein  
Community Development Chairman  
Nassau County Chamber of Commerce  
c/o Coldwell Banker, Jasinsky & Hickox  
311 Centre Street  
Fernandina Beach, FL 32034

Dear Sherry:

Just a quick note to confirm your upcoming certification meeting arrangements:

Nassau County, Florida will be certified on July 30, 1991

As you know, Marilyn Tipton has been assigned as the KAB National Representative to officially certify you. This meeting date is contingent upon the completion of your certification requirements as outlined at the Organizational Team Training Workshop.

To complete your certification report, please be sure to send me 1) your Organizational Report including your Board structure, By-Laws, resolution or other enabling legislation; 2) Administrative Report including proposed budget and coordinator job description; 3) Photometric Index results by category and 4) Litter/Solid Waste Survey. Please be sure to send a copy of your report to Marilyn to review in preparation for the training.

I have enclosed lots of informational materials to be used at the board certification training. Included are a copy of the Certification Manual and Program Manual to help your newly formed KAB SYSTEM get things started. In addition, the Resource Handbook contains an invaluable list of KAB SYSTEM communities you can contact for program ideas.

Your official certificate is being sent under separate cover. You may want to have it framed prior to the certification ceremony for a photo opportunity for your local press. (parchment certificate 12"X15" with red and blue lettering)

We heartily congratulate you and welcome Nassau County in the Keep America Beautiful SYSTEM!

Sincerely,

Marjorie G. Forbes  
Director, National Training Services

cc: Ms. Barbara Mason, Clean Florida Commission  
Ms. Marilyn Tipton, KAB National Representative  
Ms. Jackie Eldridge, KAB National Representative

**THE DEFINITION OF THE KAB SYSTEM**

**Keep America Beautiful System**

**behavior-based  
systems approach to changing  
attitudes and practices  
relating to waste handling**



## KEEP AMERICA BEAUTIFUL, INC.

a national, non-profit, public education organization  
dedicated to improving waste handling practices  
in American communities

### THE KEEP AMERICA BEAUTIFUL SYSTEM

The KAB System, a behaviorally-based approach to litter prevention and voluntary recycling, was launched in 1976 after three years of research. Since then, over 450 cities and counties in 40 states have implemented the System, experiencing litter reductions of up to 80%. These communities range in size from 300 to several million people. Today, 70 million people nationwide are impacted by KAB System programs administered at the local level, providing the foundation for improved waste handling practices in American communities.

The KAB System works to change behaviors - those attitudes and practices each person has about handling solid waste. Every store owner and school teacher, homeowner and construction worker has a set of attitudes and behaviors about handling solid waste which can help or hinder keeping your community clean. Through its comprehensive behavior-based technique, the KAB System turns negatives into positives.

The three years of research underlying the System found that there are seven major sources of litter in most communities:

- improper household refuse putouts
- improper commercial refuse putouts
- uncovered vehicles
- loading docks
- construction and demolition sites
- motorists
- pedestrians

The research, undertaken for KAB by a behavioral science consulting firm, found that most people only think of motorists and pedestrians as sources of litter even though less than half of all litter in communities comes from those two sources. The other five account for at least 50% and sometimes as much as 80% of litter accumulations.

People share three norms (or attitudes) about handling trash. People litter where:

- they feel no sense of ownership for the property.
- they believe someone else will clean up.
- trash has already accumulated.

The KAB System changes these negative attitudes.

The process begins when a community files a completed Application for Certification with KAB. To be admitted to the pre-certification phase, a community must get the written support of its chief elected official for local implementation of the System, ask the public works director to evaluate the problem and commit funds, and the community must name a three-person organization team to guide the early development of the local program.

This organization team attends a task oriented 1 day Pre-Certification Training Workshop at which they learn to organize a citizens' committee, hire a local coordinator, and gather the facts and figures necessary to start the System. This process takes 60-90 days.

After the completion of certain certification requirements, broad-based citizens' committees composed of leadership from business and industry, civic organizations, the media, neighborhoods, local government and schools direct the program. These leaders reach out to others in their sphere of influence, involve them through workshops and secure their commitments to help.

Simple cleanups do not work. Loose trash returns in days or weeks following a cleanup effort. Local KABS organizations focus on:

#### PREVENTION vs. PICKUP

Cleanups will always be a part of any local KAB program's action plan for a cleaner community but, changing the behaviors that generate the litter is a long-term, lasting solution.

Nor will a simple cleanup generate the wide-ranging benefits that result from the System. A Cost/Benefit Analysis of 10 System communities, conducted by the American Public Works Association and funded by the Lilly Endowment, compared benefits received from the KAB System to the amount of municipal funding of these programs. It showed that for each \$1 in municipal funds invested in the KAB System, those cities have experienced from \$2 to \$111 in benefits. According to the APWA, most municipal officials accept a 1-to-1 return as justification for continuation of funding government services. Clearly, the elected officials in these communities find the KAB System a worthwhile investment.

Apart from the over 400 cities and counties implementing the System, there are thirteen statewide KAB Systems: Georgia, Virginia, Nebraska, Kentucky, Louisiana, West Virginia, North Carolina, Arizona, Illinois, Texas, New Mexico, Ohio and South Carolina have established statewide mechanisms to oversee the growth and quality control of System communities.

KAB takes pride in the fact that seven other nations have adapted the techniques of the KAB System to their own national cultures. They are: The Bahamas, Canada, Japan, South Africa, Bermuda, Great Britain and New Zealand. Also, the AFL-CIO and the American Public Works Association have both formally endorsed the Keep America Beautiful System.

## THE KAB SYSTEM

### LITTER DEFINITION:

Misplaced Solid Waste

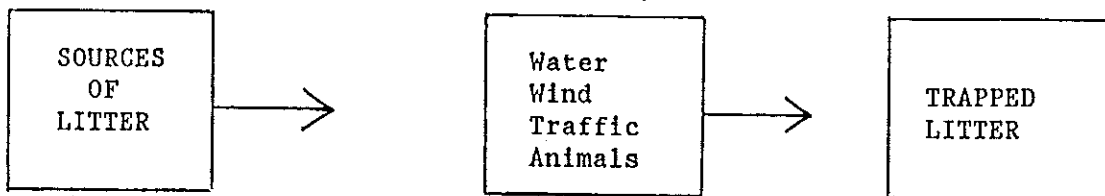
### PRACTICES WHICH RESULT IN LITTER:

#### Improper waste handling:

- at commercial refuse storage areas (dumpsters)
- of household refuse putouts
- at construction sites
- at demolition sites
- at loading docks
- during hauling
- from vehicles
- by pedestrians

### LITTER DYNAMICS:

Litter is carried by water, wind, traffic and animals until it stops and becomes trapped in a fence line, by a wall, etc.



### KAB SYSTEM TOOLS FOR CHANGE:

- Litter/Solid Waste Survey
- Photometric Index Measurement
- Organizational Structure
- Attitude Change Process
- Management Process
- Four Pressure Points/Components For Change

HOW TO CHANGE LITTERING BEHAVIORS

THE FIVE STEP ATTITUDE CHANGE PROCESS

1. Get the Facts
2. Involve the People
3. Plan Systematically
4. Focus on Results
5. Provide Positive Reinforcement

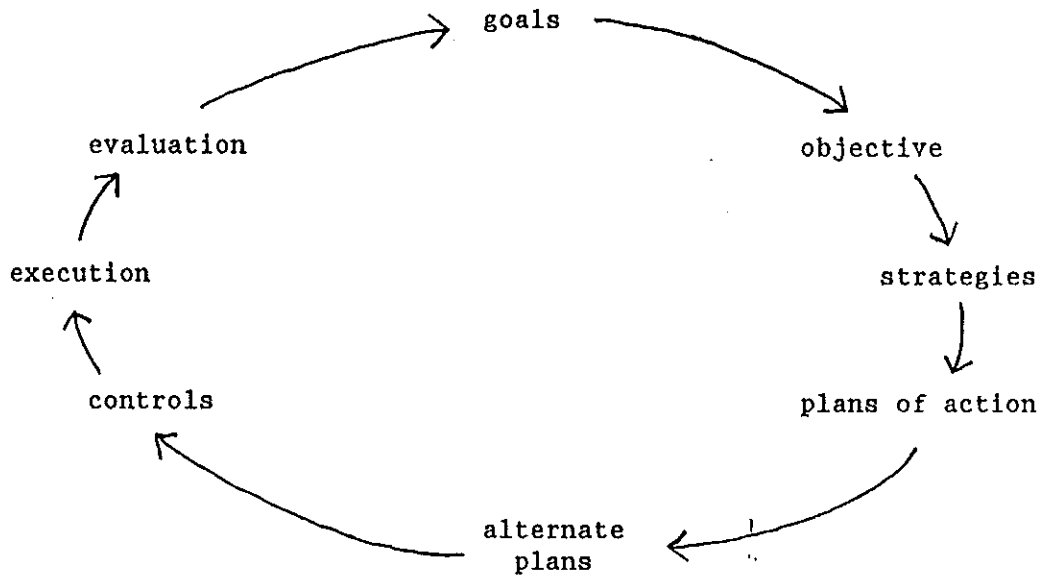
For every local KAB System organization, this 5 Step Attitude Change Process is central to all program and project objectives.

THE MANAGEMENT PROCESS

THE FOUR STEPS IN THE MANAGEMENT PROCESS

- I. ANALYSIS
- II. DEVELOPMENT
- III. IMPLEMENTATION
- IV. MEASUREMENT

MANAGEMENT BY OBJECTIVE



HOW THE MANAGEMENT PROCESS RELATES TO THE KAB SYSTEM

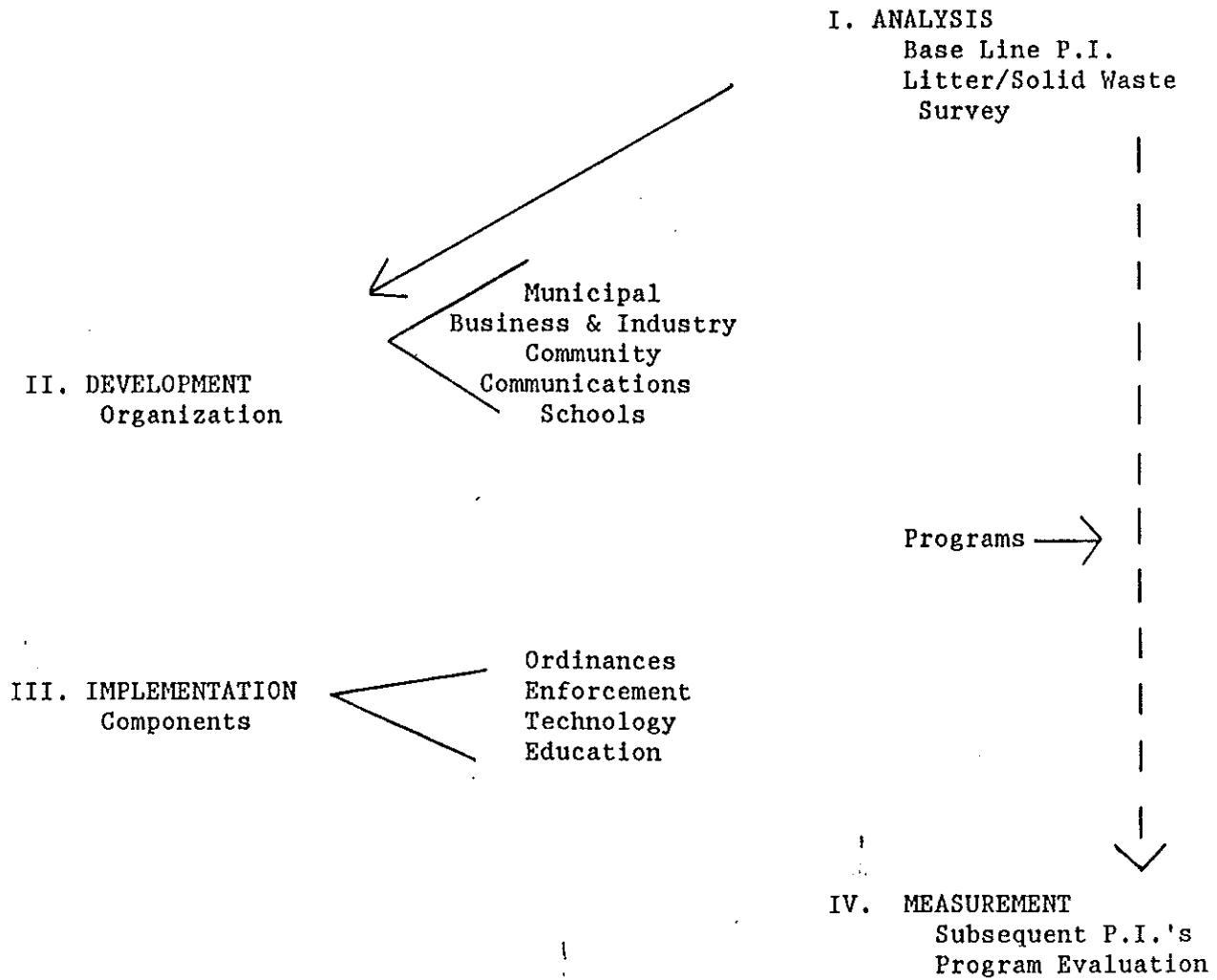
KAB SYSTEM

Accountability  
(objective)

Quantifiable Results  
(measurement)

to reduce litter by \_\_\_\_\_%

Photometric Index



## HOW KAB SYSTEM PROGRAMS WORK

The facts (step 1 of the Attitude Change Process - Get the Facts) gathered in the "analysis" step of the pre-certification phase are presented along with the goals and objectives of the local KAB SYSTEM Organization.

A Chairperson is selected and Subcommittees (step 2 - Involve the People) are formed to develop a systematic plan of action (step 3 - Plan Systematically) to meet your goals and objectives. Members of each subcommittee are thoroughly trained in the fundamentals of the KAB SYSTEM. Your KABS should have at least five of the eight subcommittees listed below:

1. Schools
2. Media/Public Relations
3. Civic Groups
4. Government
5. Business/Industry
6. Recycling
7. Finance
8. Neighborhoods

Using the Pressure Points For Change/Components mentioned below, each subcommittee then develops program objectives to meet the defined needs in accordance with your organizational goals. Each subcommittee will use the 5 step Attitude Change Process to develop its goals and objectives. Guidelines for specific objectives are outlined in detail in the Post-Certification Manual your KAB SYSTEM Organization will receive once all the certification requirements have been met.

### Pressure Points for Change/Components:

1. Update Ordinances
2. Effective Enforcement
3. Improved Technology
4. Continuous Education

ATTITUDE CHANGE  
PROCESS

MANAGEMENT  
PROCESS

MANAGEMENT BY  
OBJECTIVES PROCESS

1. Get the Facts

I. ANALYZE

2. Involve the People

II. DEVELOP

-define goals

3. Plan Systematically

-set objectives

-develop strategy  
tactics

-allocate resources

-make alternate plan

-set control

III. IMPLEMENT

-execute plan of  
action

4. Focus on results

IV. MEASURE

-evaluate internally

5. Provide Positive  
Reinforcement

The evaluation serves as the new analysis and the process starts over. As programs become more sophisticated, their development becomes the responsibility of more than just one sector of the community and cooperative efforts result in the formation of additional committees, task forces, etc.

The process is an ongoing cycle. The KAB SYSTEM is "a place to begin."