



April 2013 Director's Report

Mission Statement: *empowering an enhanced environment*

The Commission's cost benefit ratio for last year was **\$7.21** returned for every **\$1.00** invested to the City and County. Total benefit **\$306,577.00** (*Figure from the Keep America Beautiful's 2011 Certified Annual Report*)

ARBOR DAY 2013:

Arbor Day for Garland County was on Friday, April 19th at Entergy Park with over 600 youth and 50 teachers and parents. This huge project was once again a joint venture with many City/County/State departments. There will be a specially produced DVD of the whole event this year to be given to all attendees, and Papa John's Pizza lunch was provided at no cost this year. An array of interesting educational modules was presented by volunteers, followed by a rousing finale including a commemorative tree planting and recognition of the two main sponsors, Deltic Timber Inc. and Entergy Arkansas.

National Cigarette Litter Faire Program

The 8 week cigarette/non cigarette litter reduction program that was part of Roberts' national advisory role came to an end with spectacular results. The study included a period of four weeks of no intervention at all, followed by four weeks of full intervention. The interventions included significant signage, ash receptacles, and the distribution of Pocket and portable ashtrays to all adult smokers over 18. At the end of the four week intervention cigarette litter was reduced by 71.5%, but the more telling figure is that ALL litter was reduced by 57%.

Great American Greenway Clean Up 2013:

Our litter reduction and beautification program in conjunction with The Friends of the Parks, Park Dept., Hot Springs National Park Rotary Club, and others for the Greenway and surrounding streets, occurred on March 23rd. Once again, Hot Springs' citizens showed great civic pride all along this very special area of Hot Springs, the Hot Springs Greenway Trail. Once again, a huge thank you to our nearly 100 volunteers who achieved so much!

National Cigarette Litter Director and Film Focuses on Hot Springs:

Bronwen Evans, National Director of Litter Programs with Keep America Beautiful (KAB) assisted at Oaklawn Race Track to promote the Environmentally Responsible Smoker Program. This is part of a nationally acclaimed Cigarette Litter Prevention Program. The Hot Springs/Garland County Beautification Commission recently won the National First Place Award for last year's Program. Evans is also a part of a four person team, including videographers, which were here in our community to capture some of the proven successes of your Hot Springs/Garland County Beautification Commission's battle against cigarette litter. Filming took place mainly on Lake Ouachita, but some footage and interviews were also shot downtown. The focus of the piece will be the data collected by your Commission that

links reducing cigarette litter and an overall reduction in litter. Hot Springs will once more be seen as an innovative, clean, and green city! The film can be accessed here... http://www.youtube.com/watch?v=CtLs2A_hyXA

Save Our Water – Our Drug Free Zone

Our new Drug Free Zone PSA is now running on 24 channels with a minimum of 3,300 plays thanks to an additional grant of \$1,500 to provide more air time for the new TV PSA for this exciting project that has already produced quite a “buzz” in the Arkansas environmental community.

The Goal of this \$10,000 grant is to produce a simple, effective turn-key tool to assist in reducing the amount of pharmaceutical and personal care waste entering the water system, not only locally, but with a system that will allow other communities to utilize this system at no cost as well. There is a need for this program in our area because we are a major retirement destination with many areas of retirement communities within the county, catering to an age group that has a significantly higher use of medications of all types.

Cash for Trash 2013:

Once again, your Commission partnered with the TRASH BASH, Inc. team to bring one of the most successful (in terms of trash taken from the lake) litter reduction programs in the State. Seven youth volunteer teams again competed to bring the most trash away from Lake Hamilton. All but one of the teams collected \$200 for their youth projects from TB. The amount of litter these teams collected was staggering, too - 3,500 lbs. in one morning!

e-Day Festival 2013:

Another great free family event for environmentally conscious businesses, organizations, and non-profits will be on Sunday, May 19th. We have over 50 exhibitors booked, but there is still time to join this growing regional event!

Household Hazardous Waste Days & Drug Take Back programs In 2013 Your commission will be even more involved in programs to ensure correct disposal of a wide range of materials through our partnerships. There will be a commission presence at the Sherriff’s Office Drug Take Back on Saturday, April 27th. We of course have PSA’s running for this and will also have our new banners there for a week prior to the event. This is also the weekend of the City’s ever popular Spring Fling event! We will also be at the Hazardous Waste Day on May, 11th. There will also be a giant E Waste Program on August 30 and 31st!

Adopt-a-City Street:

These adoptions are an important part of the City’s litter reduction program. Each City street that is adopted reduces the City’s workload through direct cleaning by volunteers. The signage has proven to reduce area litter by up to 25%, plus the overall effect of increasing the pride in our City’s appearance.