

**CLEAN AND GREEN CAMPAIGN
PROGRESS TOWARD MEASURABLE GOALS
(As of 12/5/08)**

Litter Awareness and Prevention

- **Increase the number of litter containers in heavily pedestrian areas from 0 to 25 and increase the number of litter containers in the Central Business District by twenty (20).**

★ **Goal exceeded:** 60 litter containers installed this fiscal year.

Two (2) litter containers installed within the CBD along with two (2) recycling containers. Solid Waste will install twenty (20) additional litter containers by January 2009.

- **Increase clean-up activities of community organizations by 100% (from 5 to 10 per year).**

Seven community organizations have held clean-up activities.

- **Increase the participation of neighborhood organizations in annual clean-up activities from one (1) to four (4).**

★ **Goal exceeded:** Seven neighborhood organizations have held clean-up activities.

- **Increase the participation in the Adopt-A-Street program by five (5) groups during FY 08/09.**

★ **Goal met:** Five (5) new adopt-a-street organizations have been approved.

Beautification and Community Improvement

- **Increase the voluntary compliance rate for weed and trash infractions from 67.70% for FY 06-07 to 70% for FY 07-08.**

★ **Goal exceeded:** Compliance rate for FY 07/08 was 74.43%.

- Increase citizen involvement in the Commemorative Tree Program by sponsorship of twenty (20) trees during fiscal year 08/09.
 ★ **Goal exceeded:** 23 commemorative trees purchased and planted to date.

- During fiscal year 08/09, increase involvement of the neighborhood organizations in enhancing the quality of life in the neighborhoods by creating a “rating category” in the Neighborhood Development grant program which rewards neighborhood organizations for their involvement in the Clean and Green campaign.
 ★ **Goal met:** ‘Rating category’ created; 3 neighborhood organizations rewarded extra points for environmental and beautification projects.

- Reduce traffic signs and posts by 100 through removal and/or relocation to utility poles.
 ★ **Goal exceeded:** 250 sign posts removed.

Recycling & Waste Reduction

- Increase recycling in all city schools from 10 tons to 28 tons by March 2009.
 ★ **Goal being met:** Roanoke City Public Schools is averaging 21.2 tons per month.

- Increase city wide recycling collected by Solid Waste Management by 11% by January 2009 (225 tons per month to 250 tons per month). Increase the number of months that the city qualifies for revenue from Cycle Systems based on the recycled tonnage from six to ten months per year.
 From Sept. 2007 to Nov. 2008, the City has averaged 228.95 recycling tonnage per month, achieving 225 tons 9 out of 15 months. Also, there are currently 104 businesses and 34 schools participating in the City’s recycling program.

Public Awareness & Education

- The Roanoke Public Library will dedicate April 2008 as “Clean and Green Awareness Month” at the public library branches with the following measurable goals:
 - ✓ At least 150 participants (an average of 25 participants per program) will attend during April 2008. This should be tracked by a sign-in sheet for all programs.
 - ★ **Goal met:** The libraries had over 1,100 participants and offered 22 programs related to the “Clean and Green” theme and good environmental practices during the month of April.
 - ✓ Completion of at least four (4) in-house programs and two (2) public outreach programs
 - ★ **Goal met:** Of the 22 library programs offered, 3 programs were "outreach" and 19 were "in-house".
 - ✓ The April edition of the Ink Spot was dedicated to environmental issues.
 - ★ **Goal met:** The April edition of the Ink Spot was dedicated to environmental issues. The library is now printing all their promotional materials on 30 % recycled paper and the library is now selling new environmentally friendly bags for their patrons.
 - ✓ The completion of a bibliography link on the “Clean and Green” web-site by April 2008.
 - ★ **Goal met:** A bibliography link on the Clean and Green web-site was added. The library also added "clean & green spine labels" to most of the books on this bibliography.
- Solid Waste and the Roanoke Neighborhood Advocates will conduct at least one (1) neighborhood recycling competition quarterly. Two (2) neighborhood recycling competitions held. A third competition is scheduled 1st quarter 2009.
- By March 2009, City staff will have attended at least one (1) meeting with each of the thirty-two (32) active neighborhood organizations to make presentations explaining the harm incurred to the environment as a result of litter and discarded cigarette

butts on the ground.

Fourteen (14) presentations made to neighborhood organizations.

- **Staff will incorporate two (2) presentations a year into the Leadership College program about the Clean and Green campaign and what the city is doing to become ‘environmentally friendly’ or ‘green’.**

★ **Goal met:** Presentations given regarding the Clean and Green Campaign to the Spring 2008 and Fall 2008 Leadership College.

- **Solid Waste staff in conjunction with Clean Valley Council staff will make at least one (1) presentation per month to an elementary school regarding the importance of taking care of the environment and recycling.**

Three (3) presentations made to elementary schools.

- **The Office of Communications will:**

- ✓ **Complete the Clean and Green video for city schools by April 2008.**

★ **Goal met:** Video was completed in May 2008. In November, the Blue Ridge Chapter of the Public Relations Society of America honored the city with its 2008 Silver Summit Award for Interactive/Audiovisual projects for the video.

- ✓ **Beginning with the Spring/Summer issue of Roanoke Citizen, promote Clean and Green Campaign through articles about the campaign and related activities and initiatives.**

★ **Goal met:** The Spring and Fall 2008 *Roanoke Citizen* promoted environmental stewardship and recycling respectively.

- ✓ **By March 2008, follow through on offers made by WDBJ to partner in the campaign.**

★ **Goal met:** The Clean and Green web-site is now linked to WDBJ’s GreenTown site. WDBJ7 promoted and assisted with the Environmental Summit held on Sept. 23.

- ✓ **Beginning with the March/April 2008 issue of City Corner, include regular articles in the city's internal newsletter to encourage employees to engage in the campaign.**
 - ★ **Goal met:** Beginning with the March/April issue, five (5) articles have been included in the City Corner newsletter .

- ✓ **Send out at least four news releases in 2008 (one per quarter) encouraging participation in the campaign by reporting activities and upcoming events related to Clean and Green.**
 - ★ **Goal exceeded:** Five (5) news releases about the campaign have been sent out to the media and citizens through MyRoanoke and by FAX, and posted on the Clean and Green Web-Site.