

CITY OF JONESBORO  
ADOPT A STREET PROGRAM  
POLICY STATEMENT

PROGRAM PURPOSE - The Adopt A Street Program provides for public involvement in controlling litter along selected sections of City Streets.

Businesses, individuals, and other groups are permitted to adopt a section of Roadway for the purpose of litter control and to receive City recognition for their participation in the program.

PROGRAM GUIDELINES - The following guidelines will apply to any organization's or individual's participation in the Adopt A Street Program:

The section of a City Street to be adopted will generally be from one to three miles in length, but can be of any length subject to City approval. Eligible sections will be selected by the adopting group, in cooperation with the Street Superintendent or his designated representative.

Litter pick up will be done at least four times a year. The recommended adoption period will be for one year, renewable at the request of the organization.

The City reserves the right to deny adoption or renewal requests by any group, individual or business based on any one of the following criteria:

- A. Safety of the participants, passing motorists or City employees
- B. Effectiveness of the litter control by the participants
- C. Harm to the public image of the Adopt A Street program or City of Jonesboro

The program is not intended as a means of providing a public forum for groups, individuals, or businesses to use in promoting name recognition or political causes. Therefore, the City reserves the right to deny adoption of more than one section of highway to any group, individual or business.

Consideration will be given to traffic volumes, types and speed and to the geometrics of the street in selecting appropriate program sites. Those sections determined unsafe or inappropriate by the Street Superintendent will not be eligible for adoption.

The Street Superintendent will coordinate the litter cleanup activities with adopting organization and monitor the organization's activities relative to safety.

The City will furnish the adopting organization with safety vests, advance warning signs and litter bags.

The City will dispose of the bagged litter.

The City will erect an appropriate sized sign along the adopted roadway section to provide public recognition to the adopting organization for their participation in the program. The sign will have a maximum of 34 spaces available for the name of the adopting organization, limited to two lines with 17 characters per line. Spaces and dashes are considered characters. Political or business slogans and logos are prohibited, as well as names of candidates for political office. Phone numbers and addresses of adopting groups or businesses are also prohibited.

After each pickup, participants must file reports detailing the number of people involved, number of bags collected, and number of hours spent. Pickup report forms will be furnished by City. This record-keeping function is crucial to track the program's success and provide statistics to interested groups and the media.

Participants will be encouraged to schedule at least one of their required four pickups to coincide with the Great American Trash-Off in the spring, or the Great Arkansas Clean-Up the first weekend after Labor Day. Participants will be notified in advance of these events.

News media coverage will be encouraged to promote the Adopt A Street Program and to recognize participating organizations.

Upon successful completion of participation in the program, the adopting organization will be presented a certificate of recognition on their anniversary date by the City.

For an applicant to qualify for admission into the Adopt A Street Program the said applicant must adhere to the restrictions of all State or Federal non-discrimination laws. Specifically, the said applicant must not discriminate on the basis of race, religion, color or national origin. Such discrimination disqualifies the said applicant from admission into the Adopt A Street Program.

An application for admission into the Adopt A Street Program shall contain the following:

The complete name and complete mailing address of the applying group;

The current charter or current articles of incorporation of the applying group or organization;

The name and complete mailing address of the president, chairperson or authorized representative of the applying group or organization;

The name and complete mailing address of all members of the applying

group or organization who will actually participate in the collecting of trash in the Adopt A Street Program.