

JONESBORO



Beautification

COMMISSION



- ▶ **Approved by resolution of City Council March 2020, with understanding city would seek affiliation with Keep America Beautiful**
 - ▶ **Guidance**
 - ▶ **Resources**
 - ▶ **Research based initiatives (behavioral approach to litter reduction)**
 - ▶ **Ability to learn from and be motivated by other groups/cities**
 - ▶ **Join other cities in Arkansas as part of a national program**



- ▶ Established as city commission with 30 people applying
- ▶ March = Covid 19; severely impeded our ability to begin
- ▶ First meeting in July where received training by KAB staff with tasks to complete
 - ▶ Litter survey
 - ▶ Other community assessments having to do with existing resources available.
- ▶ Report to KAB in process; affiliation within next 3 mo.
 - ▶ Structure, membership, logo, budget etc.

Organizational Structure Established

- ▶ **Support of city administration**
- ▶ **Partner with city departments to meet goals**
 - ▶ **Communications**
 - ▶ **Code Enforcement**
 - ▶ **Sanitation**
 - ▶ **Parks and Recreation**
 - ▶ **Police**
 - ▶ **Grants**
 - ▶ **Other Commissions, such as Storm Water Maintenance**
- ▶ **Build Community partnerships**
 - ▶ **Abilities Unlimited (Recycling)**
 - ▶ **Schools**
 - ▶ **Civic organizations**
 - ▶ **Churches**
 - ▶ **Chamber of Commerce**

Vision and Mission



Vision

- ▶ The City of Jonesboro will be Clean, Green, and Beautiful

Mission

- ▶ Build and maintain a robust city beautification program to improve livability, boost civic pride, and enhance economic development.

Values

- ▶ **JBC will be data driven and use best practices** by continually evaluating needs of the community through litter surveys, state and local statistical data, input from the council/citizens and other information as available.
- ▶ **JBC will consider the environmental impact of all activities and projects** it undertakes and supports.
- ▶ **JBC will endeavor to end littering** through educational activities and by employing methods of behavioral change.
- ▶ **JBC will help provide an improved community environment by leveraging the city's many assets, both public and private,** towards efforts to be clean, green and beautiful.
- ▶ **JBC will strengthen beautification efforts** to include support for maintaining, enhancing, and protecting the natural beauty of Jonesboro's landscape.

Overview of Goals: Short Term and Long Range

- ▶ Achieve affiliation with Keep America Beautiful
- ▶ End Littering and Reduce Waste
 - ▶ Decrease litter by employing promotional messages and demonstration projects
 - ▶ Employ methods of behavioral change to reduce and stop littering
 - ▶ Improve/increase city's recycling efforts
 - ▶ Reuse/reduction of waste
- ▶ Beautify the community: Outcome oriented goals
 - ▶ Clean
 - ▶ Green
 - ▶ Beautiful
- ▶ Establish and maintain partnerships to leverage and support adoption of beautification efforts.

Short Term Successes

- ▶ Logos
- ▶ Facebook Page within city's page
- ▶ Website construction in process
- ▶ Cleanups
 - ▶ FSCIA (6.79 tons)
 - ▶ Scenic Hills (7.27 tons)
 - ▶ West End including DASH for TRASH (Nov 7)
 - ▶ Vet Village –surrounding area cleaned with volunteer help
 - ▶ Johnson Ave. (citizen lead cleanup through Keep Arkansas Beautiful)
- ▶ Clarifying ARDOT responsibilities (are organizations signed up for roadside clean up current)
- ▶ Greening Project with Parks and Rec
- ▶ Recycling Education/Increase amount and quality
- ▶ Asking “Why”? For example why can't entrances to town look better?



Citizen Support Crucial to Success

- ▶ To those that live, work and plan in Jonesboro -
 - ▶ Decide on the type of city you want to live in
 - ▶ Litter is a learned behavior; littered environment invites more litter
 - ▶ Behavior modification – NOT ok to litter
 - ▶ *LITTER IS not A CITY PROBLEM, IT'S A PEOPLE PROBLEM*
 - ▶ Current promotions
 - ▶ “Clean Up Where You Are”
 - ▶ “Pop Up Clean Up” -Vet Village, Mt Carmel, Friendly Hope
- ▶ Have a Can Do Attitude: Why we can versus why we can't
 - ▶ Stop accepting littering
 - ▶ Clean up and beautify your area, and help your neighbor/neighborhood

Request of City Leadership

- ▶ **New approach to Beautification: Move from Reactive to Proactive**
 - ▶ Need commitment from leadership to include Beautification in everyday work
 - ▶ Beautification should be the end point of all new projects
 - ▶ Highways, streets, sidewalks
 - ▶ New developments
 - ▶ Businesses
 - ▶ More than just “concrete” or functionality, improve appearance
 - ▶ Use streetscapes and other beautification strategies
- ▶ **Direct Costs/Indirect Costs**
 - ▶ Cost of being reactive versus proactive
 - ▶ Decreasing home values (litter depresses value by approx. % 9)
 - ▶ Lost business/industrial investment
- ▶ **Budgetary Requests**

City Council Support of JBC

- ▶ **Review ordinances & enforce; look for way to potentiate our efforts**
 - ▶ **Clear and consistent messaging and enforcement**
 - ▶ Landscaping ordinances
 - ▶ Tree ordinance
 - ▶ Tie-down ordinance
- ▶ **Blight**
 - ▶ Boarding ordinance
 - ▶ Look at ways to help neighborhoods at risk
- ▶ **Help change the dynamics by demonstrating your support of JBC within committees and departments**
 - ▶ Engineering, Code Enforcement, Planning, Parks and Rec etc.
 - ▶ Do we have the correct mix of resources within the city (landscape architect?)
- ▶ **Support in your own back yard; join the effort; create enthusiasm**