Metro Council Sustainability Committee August Presentation

August 13, 2015

Brightside Cleanliness Assessment

- ✓ First assessment completed in March – Overall City Avg. 2.05

- ✓ Second assessment completed in June – Overall City Avg. 2.09

- ✓ All 26 Metro Council Districts participated with full Assessment team compliments in both the March and June assessments
  (Full compliment = Brightside Champion + 5-6 additional assessors.)

- ✓ All individual Assessment data is available to the public on our One Bright City Interactive Map at www.Brightsideinc.org

Brightside Cleanliness Assessment
March Results

3/15/2015	Site											District Avg
District	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**		
1	2.75	2.83	2.25	3.33	2.50	3.33	3.00	3.00	2.83	3.00		2.88
2	2.17	1.33	1.25	1.17	1.50	2.00	2.00	1.50	1.75	1.75		1.64
3	3.00	2.75	2.50	3.00	2.00	2.00	2.25	2.75	3.00	3.00		2.63
4	2.25	3.00	3.00	3.33	2.75	2.83	2.92	3.25	3.50	3.00		2.98
5	2.75	3.00	2.50	2.50	2.83	2.50	2.75	3.00	2.67	2.92		2.74
6	2.00	2.66	2.66	3.00	2.00	1.00	3.33	1.66	2.00	2.00		2.23
7	2.00	1.00	1.25	1.00	1.17	1.50	1.17	1.50	1.00	2.00		1.36
8	1.00	2.00	1.50	1.50	1.83	2.00	1.00	1.00	1.50	1.50		1.48
9	2.00	1.50	2.50	2.00	3.00	Clsd-Flood	1.00	2.00	1.50	1.50		1.70
10	2.25	2.50	3.25	2.00	1.50	1.75	1.25	1.17	1.50	1.00		1.82
11	2.00	1.50	1.25	2.00	1.50	1.50	1.25	2.00	1.50	2.92		1.74
12	1.75	2.50	1.50	3.00	2.00	1.25	1.83	1.50	1.50	2.75		1.96
13	2.50	2.25	2.50	3.00	2.25	1.83	2.00	2.25	2.83	2.00		2.34
14	2.92	2.00	1.75	1.83	2.00	3.00	3.00	2.75	3.50	2.00		2.48
15	1.50	2.00	2.00	3.00	2.83	2.50	3.00	2.25	2.00	2.50		2.36
16	2.25	2.75	2.00	1.75	2.00	1.00	2.00	1.25	2.00	1.00		1.80
17	1.83	3.00	1.00	2.00	2.00	2.00	1.25	2.50	1.50	1.50		1.86
18	1.25	1.50	1.50	1.25	2.83	2.50	1.25	1.17	2.83	2.00		1.81
19	2.50	2.00	1.50	1.00	2.00	1.50	2.25	1.50	2.25	2.00		1.85
20	1.00	2.00	1.25	1.50	1.50	1.25	1.25	1.00	1.00	2.50		1.43
21	2.00	2.00	3.00	3.00	2.50	3.00	3.00	3.00	3.00	2.00		2.65
22	1.50	2.25	1.13	2.38	2.75	2.00	2.25	1.00	2.63	1.00		1.89
23	1.00	2.00	1.00	2.00	1.00	2.00	2.00	1.00	2.00	2.00		1.60
24	1.50	3.00	2.50	1.00	2.00	1.25	1.50	2.00	1.00	1.00		1.68
25	2.00	2.50	2.83	3.00	2.00	1.75	2.00	2.50	2.50	1.50		2.26
26	1.75	1.00	2.00	1.25	1.25	2.75	2.67	3.33	2.92	1.83		2.08

Scale: 1.00 = No Visible Litter; 4.00 = Most Littered

1.00 - 1.99	2.00 - 2.99	3.00 - 3.99	4.00

			City Avg	2.05

Data Breakdown:

99 sites scored 1.00 ~1.99

131sites scored 2.00 ~ 2.99

30 sites scored 3.00 – 3.99

0 sites scored 4.00 +

Median Score: 2.00

Overall City Average: 2.05

Brightside Cleanliness Assessment
June Results

6/15/2015	Site										District Avg
District	1	2	3	4	5	6	7	8	9	10	
1	2.66	2.50	2.33	3.00	2.25	3.50	2.83	3.00	2.50	2.83	2.74
2	1.00	1.00	2.00	3.00	3.00	3.00	2.00	2.00	2.00	1.00	2.00
3	2.75	2.50	2.83	3.33	2.25	2.00	2.00	2.50	2.83	2.67	2.57
4	2.50	3.33	3.00	3.50	2.75	2.50	3.00	3.33	3.33	2.83	3.01
5	2.50	2.83	2.75	2.83	2.66	2.25	2.83	2.75	2.50	2.50	2.64
6	1.52	2.35	2.56	3.80	1.93	1.00	2.75	1.90	2.23	2.55	2.26
7	1.34	1.00	1.00	1.17	1.17	1.50	1.17	1.00	1.00	1.34	1.17
8	1.25	1.75	1.83	1.66	1.50	2.25	1.00	1.17	1.25	1.17	1.48
9	1.00	2.00	3.00	2.00	2.00	3.00	1.00	2.00	1.00	1.50	1.85
10	2.00	2.75	3.00	2.25	1.17	1.50	1.83	1.00	1.00	1.00	1.75
11	1.83	1.75	1.50	2.25	1.50	1.50	1.25	2.00	1.50	2.92	1.80
12	2.00	2.25	1.83	2.83	2.00	1.50	1.75	2.00	1.50	2.50	2.02
13	2.83	2.50	2.00	2.75	2.50	1.50	2.50	2.25	3.00	2.00	2.38
14	2.75	2.50	2.00	1.50	2.33	3.25	2.92	2.83	3.25	2.50	2.58
15	1.25	2.25	2.33	2.83	3.00	2.83	2.92	2.00	2.25	2.00	2.37
16	2.00	2.50	2.25	2.00	1.83	1.50	2.25	1.50	2.50	1.83	2.02
17	1.50	2.50	1.25	1.83	2.50	2.25	1.50	2.00	1.25	1.33	1.79
18	1.50	1.33	2.00	1.33	3.00	2.25	1.00	1.50	2.50	2.50	1.89
19	2.92	2.25	1.83	1.50	1.75	1.25	2.00	1.75	2.00	2.00	1.93
20	1.50	2.00	1.50	1.75	1.50	1.83	1.50	1.25	1.25	2.00	1.61
21	2.50	2.25	2.83	2.92	2.75	2.83	2.83	3.00	3.33	2.50	2.77
22	1.50	1.58	1.58	1.34	1.97	1.34	1.50	1.42	1.34	1.50	1.51
23	1.50	2.50	1.25	2.50	1.50	2.00	2.25	1.75	2.00	1.75	1.90
24	1.50	3.00	2.50	2.00	1.50	2.00	2.00	1.50	2.00	2.00	2.00
25	2.50	2.25	2.50	3.33	2.50	2.00	1.83	2.25	2.25	1.75	2.32
26	2.00	1.50	2.00	1.00	1.00	2.50	2.75	3.00	3.00	1.25	2.00

Scale: 1.00 = No Visible Litter; 4.00 = Most Littered									City Avg	2.09
1.00 - 1.99	2.00 - 2.99	3.00 - 3.99	4.00							

Data Breakdown:

100 sites scored 1.00 ~1.99

132 sites scored 2.00 ~ 2.99
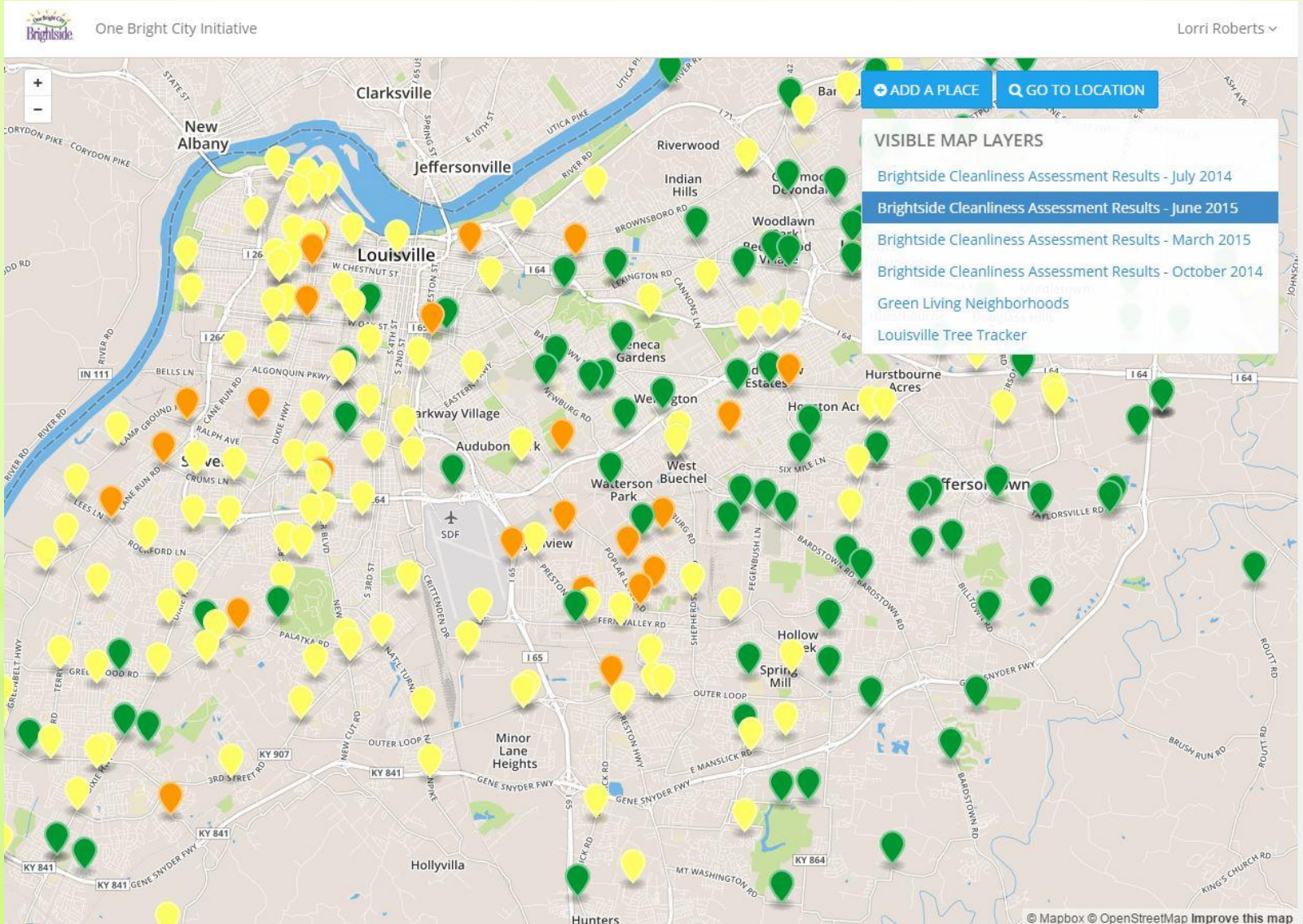
28 sites scored 3.00 – 3.99

0 sites scored 4.00 +

Median Score: 2.00

Overall City Average: 2.09
(Negative Change of 0.04)

Brightside Cleanliness Assessment
One Bright City Interactive Map

Brightside Cleanliness Assessment
Community Solutions

Brightside Champion Led Efforts

Through the efforts of our Brightside Champions we have seen many positive solutions start to take shape. From Neighborhood Cleanups to education and outreach efforts within their communities, the Cleanliness Assessment is a valuable tool in directing the conversation and providing an easily accessible visual representation of the litter issues facing their community.

Community Level Involvement

As the results of the Assessment are reported and areas of need are highlighted we are encouraging community members, to take control and make change happen within their neighborhoods. The Brightside/ Passport Health Plan Community-Wide Cleanups are an easy way for groups to come together to not only remove the litter from their green spaces and roadways but to also build and foster the sense of civic pride and community that comes along with the work.

Brightside Cleanliness Assessment
Community Solutions in Action

Brightside Champion & Volunteer Led Cleanups

Brightside Champions have hosted several cleanups in and around their Districts as a direct result of the Cleanliness Assessment ~ most notably in Metro Council Districts 4, 5, and 6. Many of our Champions have also taken more active roles in the conversations with community leaders regarding litter and litter education practices in their areas.

We have also had several community volunteer groups and corporate groups reach out to Brightside about holding Neighborhood Cleanups – when a group is unsure of where they want to clean we use the assessment result to ensure that the areas of greatest need are receiving additional helping hands.

Brightside Cleanliness Assessment
Community Solutions in Action

Brightside / Passport Health Plan Spring Community- Wide Cleanup

Setting a new volunteer record, Brightside hosted nearly 13,000 volunteers who participated in our spring cleanup. With their help, and by using the data collected in the March assessments to direct our volunteers to areas of need, we were able to remove over 25 tons of litter and debris from our greenspaces, neighborhoods, and roadways. That is the equivalent the amount of litter that 32 Americans produce in one year.

Brightside Cleanliness Assessment
2015 Upcoming Assessment Dates

➢ **Saturday, September 5ᵗʰ, 2015** (with data due by September15ᵗʰ.)

- We will be testing a new tool, an iPhone and Android app, to make data collection and reporting easier for our Champions and Assessment Teams. This will be tested in District 9 with hopes of launching the app to all teams in 2016.

- Results from the September assessment to be utilized to direct volunteers for the Brightside & Passport Health Plan Fall Community-Wide Cleanup to take place on Saturday, October 24ᵗʰ, 2015.

Brightside Green Living Neighborhood Certification Program

The Neighborhood Certification program, was launched December 2014, is the Green Living portion of the One Bright City initiative in partnership with the Office of Sustainability.

By participating in a tiered neighborhood certification program, Louisville's neighborhoods will receive recognition for activities such as reducing the amount of waste sent to the landfill, managing storm water on-site, conserving energy and growing produce.

The over-arching goal of the program is to offer ideas and simple steps individuals can take to incorporate sustainable living choices into everyday life and to recognize them for their neighborhood's collective efforts.

Brightside Green Living Neighborhood Certification Program

This far we have had 11 Neighborhoods register to begin their certification process representing more than **400 households** throughout our community.

- Neighborhood Areas Represented:

    - Highlands/ Douglas

    - Shawnee Park

    - Americana Neighborhood (Southern Pkwy)

    - Germantown

    - Middletown

One neighborhood has completed the steps for certification and has been awarded their Green Living Certification level, with three others in final steps.

Brightside Green Living Neighborhood Certification Program

We are still recruiting Green Captains within the communities to facilitate the program in their neighborhoods. This captain will serve as the contact person for their neighborhood's participation and are vital to the success of the program.

Green Captain Role and Responsibilities:

➢ Neighborhood household participation recruitment.

➢ Compete the initial registration through the online form or downloadable registration form.

➢ The captain will then use the Neighborhood Checklist to determine their points standing and complete the Neighborhood Certification Form.

Both forms can be found at www.Brightsideinc.org

Brightside Green Living Neighborhood Certification Program

If you would like to get your neighborhood involved but need assistance with recruitment or would like someone from Brightside to come speak to your community members we are happy to do so! You may call our office at (502) 574-2613 or go to our website, www.BrightsideInc.org, and fill out the speaker request form.

We are available for Neighborhood Association Meetings, Metro Council District Meetings, or any other gathering of interested community members.

Brightside Tree Tracker

As of June 2015 we have tracked nearly 19,000 trees that have been planted in our community by Brightside, our community partners, businesses and organizations, neighborhood groups, and individuals.

Our Tree Tracking is still continuing – we would love to hear about the tree plantings you have done in the community, whether it be one or more than 100, we want to know! Register your plantings at:

www.brightsideinc.org/louisvilles-tree-tracker

Thank You

Information on all of these programs, and additional resources, can be found online at:

www.BrightsiteInc.org

Or by calling our office at:

(502) 574-2613