



Metro Council Sustainability Committee October Presentation

October 8, 2015

Brightside Cleanliness Assessment

Key Outcomes

- ✓ Final 2015 assessment completed in September– **Overall City Avg: 2.10**
 - Final Assessment Score Average for 2015: **2.08**
- ✓ All Assessment data is available to the public on our One Bright City Interactive Map at www.Brightsideinc.org
- ✓ New iPhone/iPad Application developed to replace the paper assessment forms used by Assessment Teams – Beta tested with District 9 Assessment Team
 - Roll-out for Android devices and implementation for all Assessment Teams scheduled for Spring 2016.

Brightside Cleanliness Assessment

September Results

Site											
District	1	2	3	4	5	6	7	8	9	10	District Avg
1	2.50	3.00	3.00	3.34	2.75	3.00	2.83	3.50	3.50	3.00	3.04
2	1.34	2.42	2.00	2.08	2.42	2.34	2.50	2.00	1.75	2.08	2.09
3	2.42	2.00	2.50	3.00	2.50	2.58	2.25	2.25	3.00	2.50	2.50
4	2.83	2.75	3.00	3.25	2.75	2.92	3.00	2.83	3.00	3.34	2.97
5	2.25	2.50	2.50	2.00	2.25	2.00	2.42	2.83	2.75	2.50	2.40
6	2.50	1.50	2.50	3.25	2.75	1.00	3.75	2.00	2.50	3.00	2.48
7	1.34	1.25	1.67	1.50	1.50	1.25	1.34	1.25	1.00	1.25	1.34
8	1.42	1.50	2.00	1.50	1.34	2.00	1.25	1.00	1.00	1.34	1.44
9	1.67	2.83	2.50	2.00	2.75	1.00	1.50	1.00	1.00	1.00	1.73
10	1.92	2.00	2.00	1.08	1.17	1.34	1.08	1.25	1.50	1.00	1.43
11	1.67	1.25	1.25	2.00	1.25	1.00	1.84	1.17	2.00	2.00	1.54
12	1.34	2.25	1.25	2.00	2.00	1.50	2.42	1.25	1.34	2.00	1.74
13	2.50	2.25	2.00	2.75	2.50	1.84	2.25	2.75	3.00	2.75	2.46
14	3.00	2.50	1.75	1.84	2.00	3.00	2.25	2.75	3.00	1.50	2.36
15	2.25	2.50	2.34	2.75	3.00	3.00	2.75	2.50	2.25	2.42	2.58
16	2.25	2.75	2.75	1.34	2.00	1.50	2.50	2.00	2.50	1.25	2.08
17	2.25	2.50	1.25	2.00	2.00	2.25	1.84	2.00	1.50	1.50	1.91
18	2.00	1.50	1.00	1.00	2.00	2.00	1.50	1.75	2.75	1.50	1.70
19	1.75	2.00	1.08	1.17	2.50	1.50	2.42	1.84	2.58	2.50	1.93
20	1.67	2.25	2.00	1.84	1.17	1.00	1.92	2.00	1.92	2.83	1.86
21	2.42	2.25	2.50	2.83	2.75	3.00	2.50	2.83	3.00	3.00	2.71
22	1.25	1.67	1.34	1.42	3.00	1.75	1.50	1.50	1.34	1.50	1.63
23	1.50	2.50	1.25	2.00	1.25	1.50	2.00	1.50	2.50	2.50	1.85
24	2.83	2.42	2.00	2.00	1.17	1.08	1.75	3.00	2.75	1.75	2.08
25	2.50	2.25	3.00	2.75	1.84	1.50	2.00	2.75	2.50	1.50	2.26
26	1.50	2.00	2.50	1.50	3.00	2.75	2.83	3.34	3.00	2.00	2.44
Scale: 1.00 = No Visible Litter; 4.00 = Most Littered											
City Avg											2.10
1.00 - 1.99 2.00 - 2.99 3.00 - 3.99 4.00											

Data Breakdown:

99 sites scored 1.00 ~ 1.99

129 sites scored 2.00 ~ 2.99

32 sites scored 3.00 – 3.99

0 sites scored 4.00 +

Overall City Average: 2.10

Brightside Cleanliness Assessment

2015 Overall Results

District	March	June	September	2015
1	2.88	2.74	3.04	2.89
2	1.64	2.00	2.09	1.91
3	2.63	2.57	2.50	2.56
4	2.98	3.01	2.97	2.99
5	2.79	2.64	2.40	2.61
6	2.23	2.26	2.48	2.32
7	1.36	1.17	1.34	1.29
8	1.48	1.48	1.44	1.47
9	1.70	1.85	1.73	1.76
10	1.82	1.75	1.43	1.67
11	1.74	1.80	1.54	1.70
12	1.96	2.02	1.74	1.90
13	2.34	2.38	2.46	2.39
14	2.48	2.58	2.36	2.47
15	2.36	2.37	2.58	2.43
16	1.80	2.02	2.08	1.97
17	1.86	1.79	1.91	1.85
18	1.81	1.89	1.70	1.80
19	1.85	1.93	1.93	1.90
20	1.43	1.61	1.86	1.63
21	2.65	2.77	2.71	2.71
22	1.89	1.51	1.63	1.67
23	1.60	1.90	1.85	1.78
24	1.68	2.00	2.08	1.92
25	2.26	2.32	2.26	2.28
26	2.08	2.00	2.44	2.17
	March Avg	July Avg	September Avg	2015 City Avg
	2.05	2.09	2.10	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

Data Breakdown 2015:

15 sites scored 1.00 ~1.99

11 sites scored 2.00 ~ 2.99

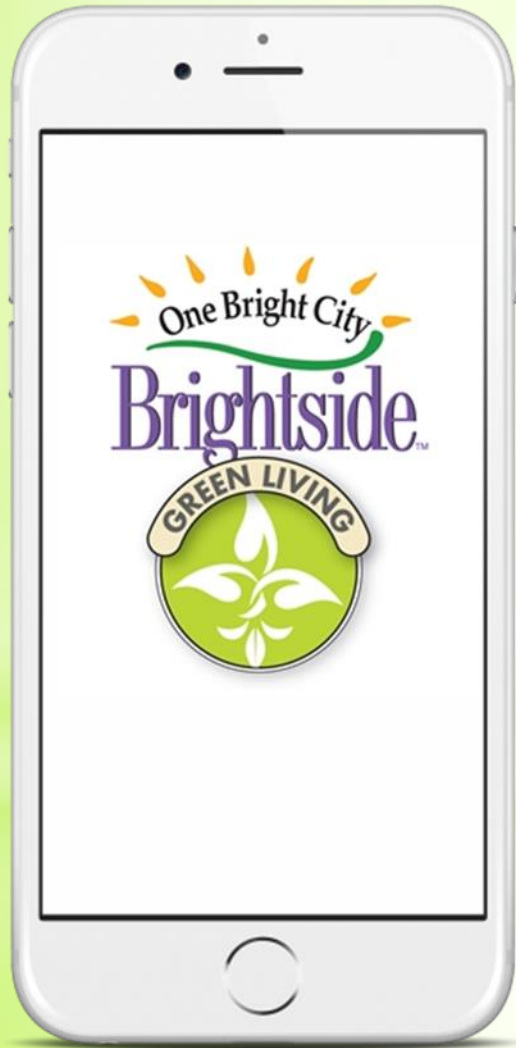
0 sites scored 3.00 – 3.99

0 sites scored 4.00 +

Overall City Average: 2.08

Brightside Cleanliness Assessment

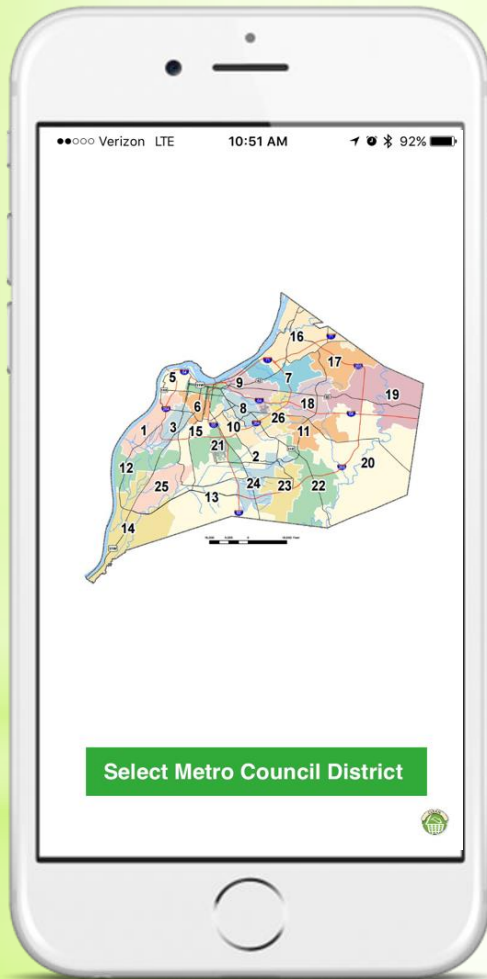
Cleanliness Assessment App (iPhone/iPad)



Through a grant awarded by Keep America Beautiful and Waste Management, Brightside has worked with developers from Triadic, LLC to create an application for iPhone, iPad, and eventually, Android devices. This tool is meant to take the place of our current paper score card used by the Assessment Teams and streamline both the reporting and data collection process and be more mindful of our sustainability goals.

Brightside Cleanliness Assessment

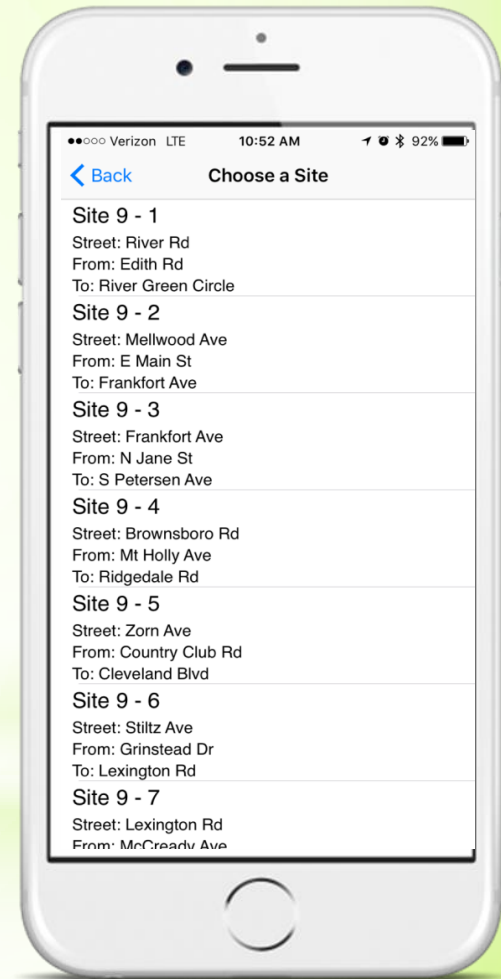
Cleanliness Assessment App (iPhone/iPad)



Home Screen



Council District
Selection Screen



Specific Assessment
Site Selection Screen

Brightside Cleanliness Assessment

Cleanliness Assessment App (iPhone/iPad)

Verizon LTE 10:52 AM 92%

Brightside Cleanliness Assessment...

Take Photos Survey Questions Survey Score

Given what you saw on the survey, what is the most likely source of the litter found? Choose all that apply.

- Fast Food Wrappers/Bags/Drinks
- Convenience/Gas Station Plastic Bottles/Receipts/Plastic Bags
- Trash Receptacle Overflow
- Tobacco Products
- No Particular Reason Identified

Next >

Assessment Questions
– Screen 1

Verizon LTE 10:52 AM 92%

Brightside Cleanliness Assessment...

Take Photos Survey Questions Survey Score

Given what you saw on the survey, how did the litter get on the ground? Choose all that apply.

- People Walking
- Blowing from a Business Parking Lot or Service Area
- People Waiting on Bus
- Thrown from a Vehicle
- No Particular Source Identified

Next >

Assessment Questions
– Screen 2

Verizon LTE 10:52 AM 92%

Brightside Cleanliness Assessment...

Take Photos Survey Questions Survey Score

What is the overall cleanliness of the site where 1 is Very Clean and 4 is Very Littered?

1.0

1.5

2.0

2.5

3.0

3.5

4.0

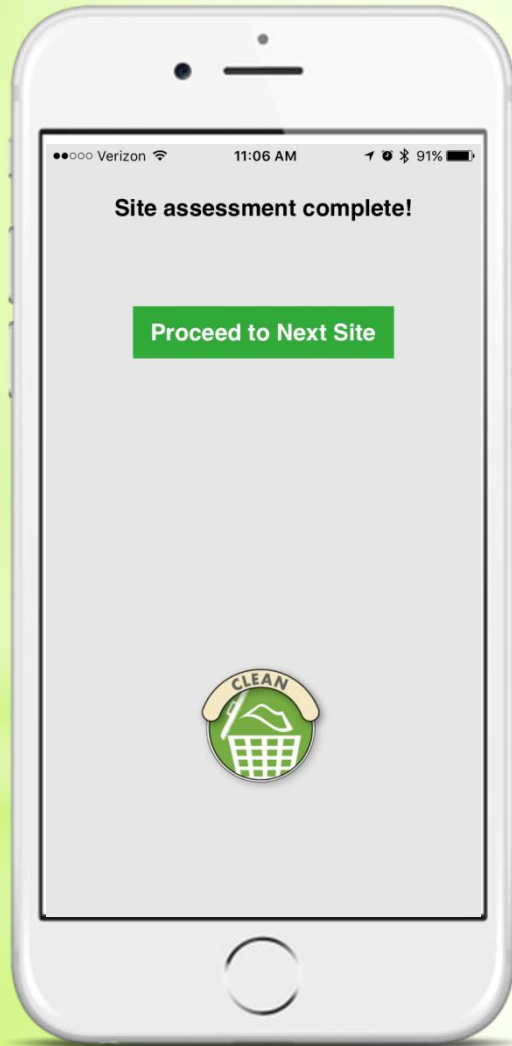
View Examples

Next >

Assessment Site Score
Selection Screen

Brightside Cleanliness Assessment

Cleanliness Assessment App (iPhone/iPad)



The app was field tested by the District 9 team for our final assessment this season. We are working with their feedback to make final adjustments and plan to have this tool available for all Assessment Teams for our spring 2016 launch.

Brightside Cleanliness Assessment

Results Based Solutions

Brightside continues to utilize the data collected from the Cleanliness Assessments to direct our outreach and impact efforts in a more meaningful way to ensure we are interacting with the neighborhoods and community members that benefit most from our programs.

Fall is an ideal time to encourage our community volunteers to clean things up before the weather breaks and winter litter buildup occurs. Using the final assessment result we can make recommendations to cleanup groups based on the areas of greatest need.

This empowers community members and gives them the opportunity to make a visible and invaluable difference to the areas and neighborhoods they clean.

Brightside Cleanliness Assessment

Community Solutions in Action



Louisville Forward Food Port Neighborhood Clean-Up
Saturday, October 10th; 9:00a – Noon

As a direct result of the September Assessment and ahead of the October 17th Harvest Festival, Louisville Forward leadership and staff are hosting a wonderful volunteer opportunity. Brightside will provide bags, gloves, etc. but please feel free to bring your own favorites along if you wish!! Please dress comfortably and casually (check the weather and, of course, wear some comfortable kicks!).

All community members are invited and encouraged to join in!

The staging area for volunteers to gather at the start and collection of clean up debris afterwards will be the corner of S. 30th Street & W. Muhammad Ali Blvd.

Brightside Cleanliness Assessment

Community Solutions in Action



Brightside / Passport Health Plan Fall Community~ Wide Cleanup
Saturday, October 24th – Suggested Times 8:00a – Noon

Groups select their own cleanup site or can ask for a recommendation based on the latest Assessment results. Brightside offers FREE supplies and will coordinate trash collection with our partners at Louisville Metro Solid Waste Management. Thanks to the continued generosity of our sponsor Passport Health Plan we are able to once again provide t-shirts to the first 5,000 volunteers to register so SIGN UP TODAY!

For more information, please visit www.Brightsideinc.org
or call 502-574-2613

Brightside Cleanliness Assessment

Next Steps

➤ **Cleanliness Assessment Results Year End Wrap Up**

- As we did last winter we will be releasing the results of our assessment to the media and general public. Date to be determined.

➤ **First Assessment for 2016 : Saturday, March 5th**

- We will be rolling out the iPhone and Android app, to all Assessment Teams, to make data collection and reporting easier for our Champions and Assessment Teams.
- Results from the March assessment to be utilized to direct volunteers for the Brightside & Passport Health Plan Spring Community-Wide Cleanup to take place on Saturday, April 23rd, 2016.



Brightside Community~Wide Planting Day

Saturday, November 7th

As the tree component of the One Bright City initiative, Brightside is proud to host it's second annual Community~Wide Planting Day.

Brightside challenges and invites residents of Louisville to get out on Saturday, November 7th and plant trees, flowers, and plants within the community. We are encouraging everyone to plant in their own yard, neighborhood, at their school, church, or place of employment, or to join in the Brightside led planting project.

We would love to hear what you have planned so be sure to register your planting project, sign up to volunteer for the Brightside planting, and/or check out the great resources we have on native plant species and local nurseries at

www.BrightsideInc.org./community-wide-planting-day



Brightside Community~Wide Planting Day

Saturday, November 7th

Through the generous support and partnership of Brown-Forman, The Nature Conservancy, UPS, and the Division of Community Forestry we will be planting over 150 trees along West Broadway from 22nd Street to 44th Street.



DIVISION OF
**COMMUNITY
FORESTRY**
Office of Sustainability - Louisville Forward



BROWN-FORMAN

Brightside Community~Wide Planting Day

Brightside Featured Tree Planting Days

To get all the trees in the ground Brightside will be hosting **two** planting days Friday, November 6th from 11:45am until 4:00pm and Saturday, November 7th from 9:00am until 2:00pm. More information about each is listed below:

Friday, November 6th; 11:45am – 4:00pm

Meet at the parking lot of Promised Land Missionary Baptist Church

Our goal is to plant all proposed trees utilizing UPS employees, Brown-Forman employees, The Nature Conservancy & Brightside staff, and community volunteers along West Broadway from 20th Street to I-264.

Saturday, November 7th; 9:00am – 2:00pm

Meet at the Louisville Free Public Library – Shawnee Branch

Our goal is to plant all proposed trees utilizing The Nature Conservancy & Brightside staff, and community volunteers along West Broadway from West of I-264 to 44th Street.



Brightside Community~Wide Planting Day

Brightside Featured Tree Planting Days

Whether you are planting on your own or you join Brightside for our plantings on November 6th or 7th, **EVERY** tree, shrub, flower, and plant has the potential to make a positive impact for all of us!



To register your project or to volunteer with Brightside visit us online at www.Brightsideinc.org or call us at (502) 574-2613



Brightside Green Living Neighborhood Certification Program



Improving the overall good health of our community members is one of Mayor Fischer's key priorities ~ programs like the Green Living Neighborhood Certification, coordinated by Brightside and developed in partnership with the Office of Sustainability, recognizes our neighbors who have made conscious choices to live more sustainable and healthy lifestyles.

We are excited to share that the Green Living Certification Program was chosen from over 200 submissions to receive the Outstanding Achievement Award for City Livability from the U.S. Conference of Mayors.

Brightside Green Living Neighborhood Certification Program

12 Neighborhoods have registered and are working towards certification representing more than **425 households** throughout our community.

- ~ Our first Green Certified Neighborhood is located within the Shawnee Neighborhood and had just under 50 households participate.
- ~ Other Neighborhood Areas Represented: Highlands/ Douglas, Seneca Gardens, Americana Neighborhood (Southern Pkwy), Germantown, Middletown, Jeffersontown

We are still recruiting Neighborhoods and 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.

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 & Waste Management of Kentucky's Premium Compost Sale

Plan your spring garden by preparing in fall!

In general, it doesn't matter what kind of soil you have. All soils can be improved with the addition of compost. If you don't already compost on your own and are looking for premium compost to add to your gardens, Brightside can help!

There are many benefits of using compost, such as:

- It builds good soil structure
- Enables soil to retain nutrients, water, and air
- Protects against drought
- Protects plants from many diseases commonly found in the garden



Saturday, Oct. 10th & Saturday, Oct. 17th

8:00am to 12:00pm each day

Waste Mgmt Recycling and Disposal Facility located at 2673 Outer Loop.

\$2.50 per bag or \$35.00 per Bobcat scoop

A discount coupon is available on the Brightside webpage.

Brightside's Fall Plant Sale

In preparation for the Brightside Community-Wide Planting Day on November 7th Brightside has partnered with several local garden centers to host plant sales in support of all the wonderful programs and initiatives we offer.



The Plant Kingdom

Located at 4101 Westport Road

Between Oct 17 and Oct 31

Will be donating 20% of the retail price of trees purchased



Wallitsch Nursery & Garden Center

Located at 2608 Hikes Lane

October 17-18; October 24-25;

October 31- November 1

Will be donating 25% the retail price of all Bulbs purchased



Stephenson Garden Center & Nursery

Located at 8136 Dixie Highway

Between Oct 27 and Nov 6

Will be donating 10% of the retail price of all items purchased



St. Matthews Feed & Seed

Located at 225 Chenoweth Lane

Wednesday, November 4th

Will be donating 10% of the retail price of all items purchased

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