

**MEMBERS (10/10):** **First Row:** Mayor Dr. James W. Holley III, Claudia L. Cox-Wynn, Charles Magruder, A. "Peppy" Owens. **Second Row:** Peg Morse, L. Oliver Cox, Mary Phillips, Raymond Durham. **Third Row:** Kimberly B. Little, Theresa Zenisek, George Zenisek, Karen Bynum. **Fourth Row:** Raleigh Harsley, Sherry Clem, Sandra Boone, Leander Knox.



## PRIDE OF OUR PAST, PROMISE OF OUR FUTURE

### *Our Commission Members*



## RECOGNIZING EXCELLENCE IN OUR COMMUNITY

The passion of volunteers is fueled by recognition. Monetary rewards don't motivate people. Kind words and a moment of praise for deeds done well are important to keep the positive momentum going. Volunteer celebrations, thank you ceremonies and our annual recognition contest and banquet are a few small ways that we acknowledge long hours of sacrifice, monetary savings for the city and the long-lasting effect of change for the public good. Recognizing excellence in our communities is an important part of the mixture for our formula for success.

## BOLD NEW DIRECTIONS

### *Embarking upon 2006*

2005 was earmarked as a year of sustained performance. The Clean Community Commission has been in existence in Portsmouth for 8 years, and has found a 'perfect fit' within the confines of city hall in the Department of General Services. Budgetary uncertainty has been removed as this vital city and community program has gained respect by city management and political leadership as worthy of longevity. Staff support and resources are readily available to ensure a secure future for the Clean Community Commission.

Additionally, the Friends of the Community, Inc., the Non-profit, 501©3 organization is gaining momentum and gathering support from sponsorships and fundraising activities to support volunteer recognition and to encourage educational initiatives in the city's schools.

Portsmouth, Virginia

Clean  
Community  
Commission



ANNUAL REPORT



*... Working with others to make Portsmouth prettier.*

2005 Annual Report

## MISSION STATEMENT

### *Our Mission*

The Clean Community Commission will initiate, plan, direct and coordinate programs for litter control and beautification and encourage the planting and preservation of key landscaped gateways. We will also promote public awareness and participation in the improvement of the environment by creating and maintaining better parks, public spaces, waterways, wetlands, streets and highways. Additionally, the Commission will advise and recommend plans to promote Portsmouth as a "Clean Winner" in the Hampton Roads community by maintaining open dialogue with key city departments and officials.

## BOLD LEADERSHIP FOR THE FUTURE

### *Short Term Goals*

- Develop highly visible projects and work closely with the Friends of the Clean Community Commission to develop targets for funding that will support those projects.
- Increase public awareness of the Clean Community Commission and its work.
- Increase funding from all available sources.
- Develop more funding opportunities for the Clean Community Commission.

## LIFELONG LEARNING COMMUNITY

### *Long Term Goals*

- Establish an educational liaison with the Portsmouth Public Schools by providing:
  - Every public school participates in Adopt-A-Spot Program
  - Recycling curriculum for elementary students
  - Recycling program in Portsmouth Public Schools
- Establish an Environmental Crime Court
- Increase level of civic organizations support and participation in community clean up to more than 50%:
  - Develop and implement a Yard of the Month Program
  - Develop and implement a Clean Business Recognition Program.

## A ROBUST AND PROSPERING ECONOMY

### *Fiscal Strength*

In 2005, Portsmouth Clean Community Commission partnered with others to promote litter prevention and beautification. 580 volunteers donated over 2,348 hours of public service to Portsmouth saving the city over \$42,194 in wages. Thanks to the help of sponsors and volunteers, 34 cleanup events were hosted in 2005, collecting over 421 cubic yards of litter, which is equivalent to 252,790 pounds.

## NEIGHBORHOOD AND COMMUNITY TRANSFORMATION

### *Our Achievements*

#### The Great American Clean Up & Operation Clean Up Portsmouth

Spear headed by Keep America Beautiful who obtains national and local sponsors that provide funds for banners, donations, posters, bags, and materials used at the clean up. Implemented locally by the Clean Community Commission and community civic leagues. The project focuses on collecting bulk waste from neighborhoods, primarily during the spring and summer months.



Pounds of Debris and Waste Collected

| 2001    | 2002    | 2003    | 2004    | 2005    |
|---------|---------|---------|---------|---------|
| 175,200 | 145,130 | 167,160 | 177,350 | 277,850 |

#### Most Improved Community Recognition

In October of 2005, The Wilson Ward Civic League was recognized at our 8<sup>th</sup> Annual Recognition Banquet and Awards Ceremony as the "Most Improved Clean Community". In 2005, for the first time, the CCC was able to track a noticeable drop in bulk clean up debris in one of the previously most heavily littered neighborhoods.

#### Adopt-A-Spot Program

Portsmouth Clean Community Commissions service program partners with others to promote litter prevention and/or beautification and to make Portsmouth prettier one spot at a time. Portsmouth Adopt-A-Spot program encourages individuals and groups to participate in temporary ownership of a public space or city entranceway, providing name recognition for their hard work. In 2005, over 350 individuals or groups were responsible for over 70 Adopt-A-Spots, collecting over 2,380 pounds of waste.

#### Clean the Bay Day

On June 11, 2005, Portsmouth Clean Community Commission hosted the 17<sup>th</sup> annual (8 years in Portsmouth) Clean the Bay Day. This local, regional and semi-national event promotes clean up of our cities waterways by volunteers. Last year, the City of Portsmouth partnered with over 585 volunteers including 315 military helpers, to collect over 35,588 pounds of litter and debris from over 6.5 miles of Portsmouth waterways. Most unusual objects found: Speed measuring baseball, old collectable coins from 1800s and a pregnancy test. Most common objects found: glass, beer bottles and cans.

