

Adopt-A-Block



PROGRAM HANDBOOK

Downtown Green Bay, Inc.

Olde Main Street



Downtown Green Bay, Inc.
Olde Main Street
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A 501c3 Non-Profit Organization

PROGRAM MISSION

This program seeks to engage area businesses and citizens in the upkeep and beautification of their downtown.

PROGRAM GOALS

- Create a more beautiful, welcoming Downtown with clean streets, tidy sidewalks, and well-maintained green spaces.
- Create a sense of Downtown pride and ownership amongst our participants.
- Foster a culture of volunteerism and community engagement.
- Encourage downtown businesses to effectively maintain their storefronts and properties.

BLOCK CAPTAIN RESPONSIBILITIES

As a block captain, your essential duty is to keep your block free of litter, debris, and weeds on an ongoing basis. You will spend a minimum of 4 hours per month cleaning up your block. This can take the form of picking up trash on a daily basis, once a week pick-up with your team, or a larger monthly cleanup.

YOUR COMMITMENT

- We ask for a one-year minimum commitment to keep your block(s) clear of debris, litter, and weeds.
- Track clean-up efforts with photos and forms provided by Downtown Green Bay, Inc. (DGBI) & Olde Main Street, Inc. (OMSI).
- Represent your team and the organizations with pride and positivity.

TOOLS AND SUPPLIES

Each block captain receives a cleanup kit that includes one broom, one dustpan, trash bags, gloves, vests, and litter-grabbers. Gloves and trash bags will be provided throughout the year as needed. Once your trash has been collected, you dispose of in any of the dumpsters marked on the map in this handout (no trash bags may go in the smaller sidewalk trash bins). *Note: Please refrain from any pesticide or chemical application of any kind on weeds.*

REPORTING

The organizations rely on the financial support of individual contributors, corporate donations, grant funds, and City support. To ensure that we can create and maintain impactful community programs like this one, it is important that we can measure that impact. As a block captain, we ask that you submit a report monthly. The report will include date of clean-up, number of hours worked, number of volunteers, number of trash bags collected, estimated number of cigarette butts collected, etc. At the end of each month, we will send out an email reminding you to fill out the report.

ORIENTATION

We ask that each block captain or organization representative participate in an orientation session before beginning their work, to ensure that your team is fully informed on the process.

BLOCK BOUNDARIES

A block is defined as one street segment between two intersections. Block captains can choose to adopt as many segments as they can maintain. **The area to be maintained includes the sidewalk, tree beds, and any storm drains. The street is maintained by the City. You are not responsible for alleyways or parking lots unless otherwise determined.**

SHARE YOUR EFFORTS

This is one area where bragging is best! Photograph your clean-ups and post on your own social media. Make sure to tag us! Please use #DowntownGB or tag the handle @downtowngreenbay.com. By sharing your efforts, you will be helping to spread the word about the program AND showing how much you love and support downtown. It's a win/win! You can also share your photos with us via the Block Captain reporting form and we will use them for our media and print.

BLOCK CHECK UP

Each block will be reviewed at least two times a year to help ensure that the program is going well. If a block is not being maintained up to standards, the block captain will be contacted to determine a path for moving forward.

TREE CARE AND YEARLY MULCHING EVENT

Caring for the trees on your block is easy! Stay on top of pulling the tree bed weeds as you do the sidewalk ones. In the Downtown district, any tree beds on your block will need mulch once a year. DGBI works with the city to coordinate getting the mulch to your site at a specified day and time. This will be coordinated ahead of time. Pruning "Sprouts" (aka suckers) from the base and trunk will provide benefits to the trees and pedestrians as well. These grow out of tree, often at the base or along the trunk.



STORM DRAINS

As rain pours onto city streets, parking lots and sidewalks, the water washes over the ground, taking anything in its path to a storm drain. Along with pesticides and pet waste, the stormwater also picks up yard clippings, branches and leaves left along the curb. The result is pollutants washing down city drains into waterways, clogged drains backing up causing damaging flooding, and leaves left to rot in a storm drain releasing nutrients that cause algae blooms and fish kills. If a storm drain is on your block, please check to make sure it is free of debris.

QUESTIONABLE ITEMS

If you encounter prescription medication, please bring these items to the Medication drop box at the Police Station, 307 S. Adams St., Green Bay — lobby area (bright orange box)
Accessible 24 hours a day, seven days a week.

If you encounter needles, please call (920) 391-7450 and let Green Bay Police know the location so they can handle properly.

Glass – please be careful! If it is a small, manageable amount please use your broom and dispose of carefully. If it is a large amount or located in the middle of a street where it is unsafe to clean up, please call Jenny and let her know the location.

Cigarette butts – Some blocks have more than others. Your provided brooms are great to handle this in some areas while pickers work fine in areas with less. We don't expect every butt to be picked up, just do your best!

Pet waste – If you encounter pet waste and are comfortable disposing of please do so, if not please contact Jenny.

QUESTIONS?

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