



**GWINNETT COUNTY
BOARD OF COMMISSIONERS**

75 Langley Drive | Lawrenceville, GA 30046-6935
O: 770.822.7000 | F: 770.822.7097
GwinnettCounty.com

Nicole L. Hendrickson, Chairwoman
Kirkland Dion Carden, District 1
Ben Ku, District 2
Jasper Watkins III, District 3
Marlene M. Fosque, District 4

Official

Informal Presentation Minutes

Tuesday, November 2, 2021 – 11:00 AM

Present: Nicole L. Hendrickson, Kirkland D. Carden, Ben Ku, Jasper Watkins III, Marlene M. Fosque

1. County Administration

Gwinnett Clean & Beautiful

Executive Director Schelly Marlatt provided information on programs and services offered by Gwinnett Clean & Beautiful. No official action taken.



Gwinnett Clean & Beautiful

Schelly Marlatt,
Executive Director



Our Mission, Vision and Value

We are an award winning, nationally recognized non-profit that helps connect people and resources to improve our quality of life for a more sustainable Gwinnett.



Our Five Main Focuses

- Putting an end to litter
- Minimizing and reducing waste
- Enhancing recycling opportunities
- Beautifying our communities
- Educating our youth and residents



Our Local Affiliate

- Formed in 1980 by the Board of Commissioners
- Hybrid affiliate in 2016 through a Memorandum of Understanding



- Network of 600 Keep America Beautiful affiliates across the United States
- One of 70+ Georgia affiliates – largest network in the country



Our Board

Andrew Pourchier, Chairman*

Chuck Button, Chairman Elect*

Schelly Marlatt, Executive Director*

CITIZENS ADVISORY BOARD

Mark Abrams

Joe Allen

Jay Bassett*

Carole Boyce

Jimmy Burnett

Carla Carraway

Jason Chandler

Butch Conway*

Grant Crowe

Alyssa Davis

Fred Dawkins

Randy Dellinger

Melvin Everson

Wayne Hill*

Lynette Howard

Doug Jenkins

L.C. Johnson

Pat Kien

Berney Kirkland

Pam Ledbetter*

Donald Lee*

Rachel Little

Kevin Middlebrooks

Cathy Nichols

Anthony Rodriguez

Ron Seibenhener

Kay Sibetta

Jenny Simpkins

Anne Soutter

Trent Spake

Glenn Stephens

Mitch Stephens

Marianne Velker

Mark Willis

EMERITUS BOARD

Ethel Andersen

Lloyd Hofer

Tommy Hughes

Dan Kaufman

Bartow Morgan, Jr.

Louise Radloff

Bill Russell

Richard Tucker

Mitch Stephens

Chuck Warbington

Phil Wolfe

**Board of Trustee Member*



County Programs & Partnerships



Impacts – County Events and Programs

- Diverted 106 Tons of Household Hazardous Waste from landfills
- Diverted 171 Tons of electronics, shredded paper, tires and paint from landfills
- Six Tons of litter and illegal dumping removed – Great Gwinnett Wetlands
- 37 Tons of litter and illegal dumping/1500 signs removed - Great American Cleanup



Adopt-A-Road Program

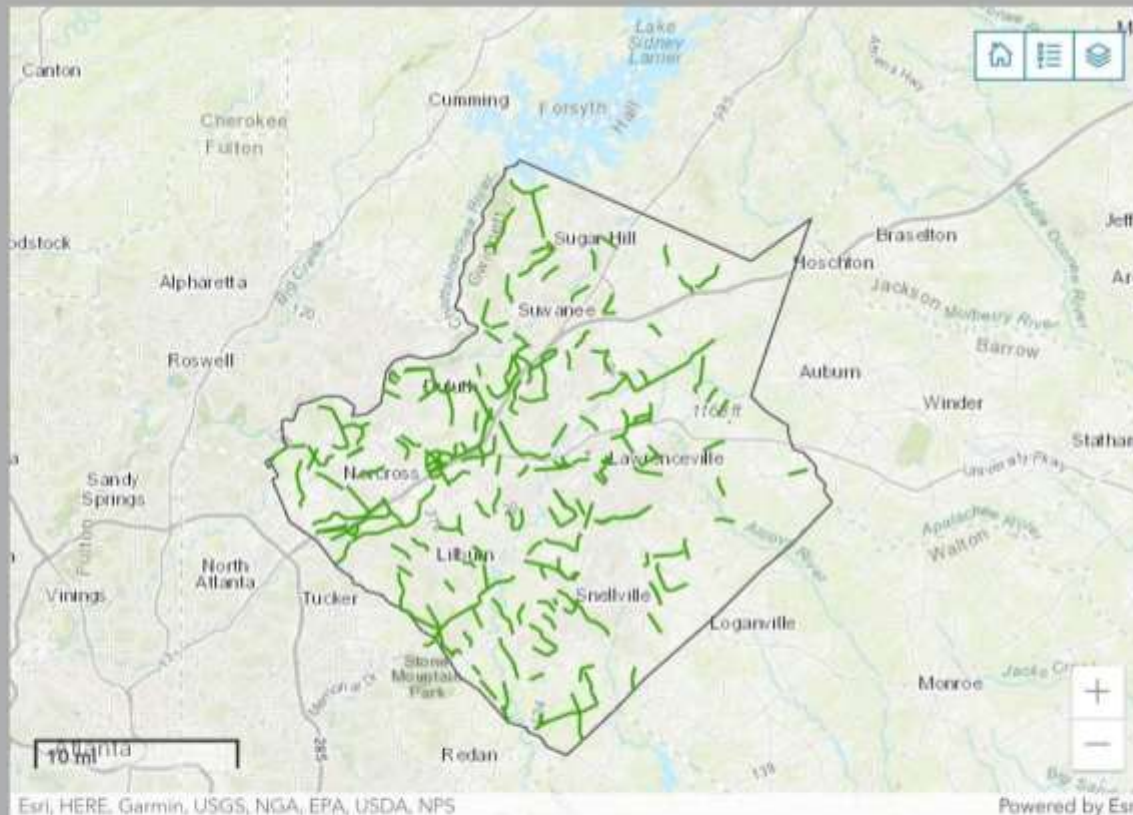
2,555
Volunteers

25,654.35
Volunteer Hours

5,995
Number of Trash Bags

149,996 lbs
Litter Removed

2,103
Number of Signs



Roads Adopted Between Selected Dates
5
Adopted Roads

Cleanups For Selected Dates
420
Cleanups Recorded

Adopt A Road_AAR_AdoptionMain_SUMMARY MAP VIEW
Active

- ### Road Adoptions List
- Raco Place, Raco Drive and Raco Court**
Adopted By: Rehrig Pacific Company
From: Riverside Parkway - To: Old Norcross Rd
 - Alcovy Road**
Adopted By: Ubuntu 4 Youth
From: 1903 Alcovy Road - To: 761 Harbins Rd
 - ANDERSON-LIVSEY LN**
Adopted By: Chad Livsey Project
From: Telida Trail - To: Norris Lake Rd
 - ANDERSON-LIVSEY LN**
Adopted By: Thomas Livsey
From: Castle Gate - To: Anderson Terrace ?

242
Road Adoptions

278.4
Miles Adopted

- ### Groups Information
- 3150 Clothing**
- 3150bcstore@gmail.com
- Christopher Liriano - 385 Ashland Manor Dr - LAWRENCEVILLE - 30045
- Phone: 6789436795
 - 4 Willa Rose** - dihappyknow@gmail.com
- White, Dianna - 825 East Riverbend D - Lilburn - 30047 - Phone: 470.216.3095
 - All Stars NHSDA**
- mail@allstarsperform.com - Victoria Kesler - 5700 Cumming Hwy, Suite E - SUGAR HILL - 30518
- Phone: 678.400.0091
 - Alpha Kappa Alpha Sorority- Psi Omega Omega** - aykayay@yahoo.com
- Smith, Christine - 3845 Gallant Fox Ct - Duluth - 30096 - Phone: 404.819.5381
 - Alpha Kappa Alpha Sorority- Upsilon Alpha Omega**
- uao@georgettेशherman.com
- Georgette Sherman - 1356 Wilson Manor Circle - Lawrenceville - 30045
- Phone: 4043137073
 - Alpha Phi Alpha Fraternity Rho Kappa Lambda** - bgriffin.1906@gmail.com
- Griffin, Baron - 3062 Meadowsweet

197
Organizations

Curbside Recycling Education Initiative

- One direct-to-resident mailer informing residents about what is accepted curbside and how to prepare materials for collection
- Mailer informed residents how to request a recycling cart – goal of 8,400
- Targeted recycling education and outreach campaign, reaching 200K homes located in unincorporated Gwinnett



GWINNETT SUPPORT SERVICES

YOUR RECYCLING ADDS UP.
ACT TODAY FOR TOMORROW

5 EASY WAYS TO REQUEST YOUR FREE RECYCLING CART (CHOOSE 1)

1. Email: GCSolidWaste@GwinnettCounty.com
2. Return the attached card. No stamp needed!
3. Call at 770.822.7771
4. Visit GCSolidWaste.com
5. 

Please allow three weeks for processing and delivery.

Thank you for recycling these:

Please do not bag recyclables. Recyclables must be clean and dry.



Paper and Cardboard
(mixed paper, flattened cardboard)



Aluminum and Steel
(empty and dry)



Plastic Bottles, Jars, and Jugs
(no tubs, plastics #1 and #2 only, empty and dry)

Items not accepted curbside:



Plastic Bags or Wrap
(return to retail)



Hoses, Cords, Styrofoam, or Wires



Batteries or Electronics



Food and Liquids



Glass

GCSolidWaste.com
770.822.7771



Funded in part by
THE RECYCLING PARTNERSHIP



Digital Campaign Overview

Digital Advertising Platform	Advertising Type	Number of Impressions
Outdoor Digital Billboards	Five Digital Billboards on Surface Streets in Designated Zip Codes	3,923,903
Pandora Digital Radio	30 Second Radio Spots with Accompanying Banners	1,775,932**
Facebook and Instagram	Static Ads	534,477
Google Search Ads	Search Ads	35,096*
*As of 10.13.2021 **As of 10.15.2021	TOTAL IMPRESSIONS	4,912,018



Cart Request and Deployment Stats June 1st - September 30th

Opt-in Requested Type	June	July	August	September
E-mail and Website	2,040	1,965	1,880	1,698
Mail	1,504	3,084	907	2,661
Phone	596	656	672	718
Total	4,140	5,705	3,459	5,077
Opt-in Rate	11%	17%	11%	16%
Benchmark Average Opt-In Pre-Campaign	7%			
Benchmark: Average Number of Monthly Requests	1,200			
Relative Percent +/- in Number of Monthly Requests	208%	375%	188%	323%
Percent Change in Opt-in	4%	10%	3%	8%
Percent Relative Increase in Opt-in Rate	54%	137%	45%	113%

RESULTS TO DATE	
Grand Total Requested	17,931
Grand Total Delivered	15,493
Delivery Rate	86%



Nonprofit Programs and Partnerships

Food Waste Warriors

Food Waste Warriors 2.0

Environmental Action Committee

Green & Healthy Schools Program

Science & Innovation Fair

The Jim Steele Environmental Education Scholarship

Foodwell Alliance Compost Connectors

Multilingual Educational Materials

Habitat for Humanity Ismaili CIVIC

Presentations, Tabling Events and Speaking Opportunities

Collaborating with Private and Home School Groups

Residential Recycling Education Glass Recycling Opportunities

Plant it Forward

Engaging Learners During A Pandemic

Multilingual Translation for New Website

Roundup to Revitalize - \$27K

Community Appearance Index

Youth Advisory Council

Great American Clean Up

Connecting People & Places - A Community Conversation About Litter

Governor's Environmental Address

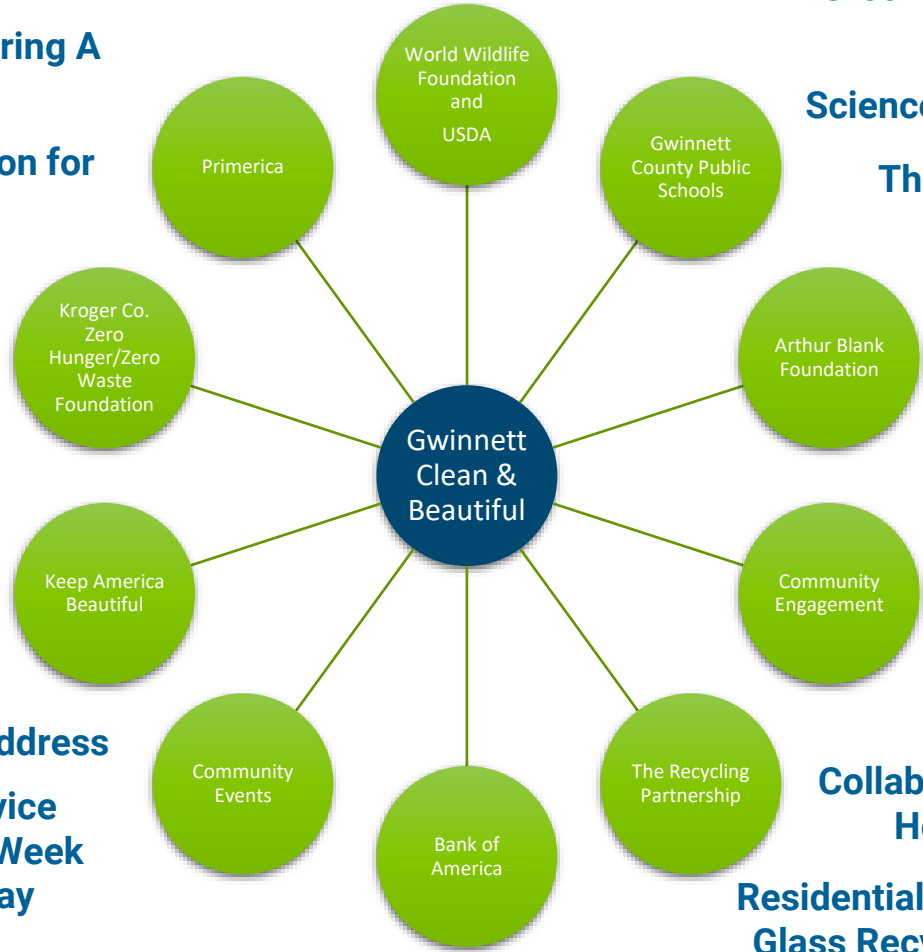
Great Days of Service

National Volunteer Week

World Cleanup Day

Yellow River Trash Bash

Multilingual Reusable Recycling Bags for Your Home



Non-Profit Accomplishments

- Assisted City of Lawrenceville with glass recycling program
- New community partners – Habitat for Humanity, Ismaili CIVIC, Come Clean Gwinnett and Blight Busters of Gwinnett
- Collected 10K+ items for Great Days of Service
- Received \$127K in grants



Green & Healthy Schools Program

- Invested \$30K in programs, stipends, resources and educational materials, etc.
- Leading pilot to initiate food waste reduction efforts – Foodwaste Warriors 2
- New Green & Healthy Schools Platform
- Recent grant award from Arthur Blank Foundation – Compost Connectors



Looking Ahead

- America Recycles Day–November 6th from 9am-Noon at Coolray Field
- Bring One For The Chipper–January 29th from 8am-11am at Bethesda Park
- Household Hazardous Waste February 12th from 8am-Noon at Fairgrounds
- Connecting People & Places – A Community Conversation About Litter March 23rd from 8am-10am at GGC





Questions

Schelly Marlatt, Executive Director
smarlatt@gwinnettcb.org 678.518.6112

Stephanie Marquardt, Program Coordinator
smarquardt@gwinnettcb.org 678.518.6019

Kim Sullivan, Program Coordinator
ksullivan@gwinnettcb.org 678.518.6061

