

On the Brightside...

WHAT'S NEW AROUND BRIGHTSIDE?

VOLUME I, ISSUE III MAY/JUNE 2014

Our Mission

"Brightside is dedicated to uniting people in clean and green activities that beautify and foster pride in our community through volunteerism, planting, sustainability, & education"

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One Bright City



Mayor Greg Fischer and Brightside unveiled a new initiative, One Bright City, for engaging citizens to help make neighborhoods cleaner and to plant more trees in Louisville.

A key component is regular cleanliness monitoring of neighborhoods – a process that will be led by teams of citizens in each of the 26 Metro Council districts.

To keep neighborhoods cleaner, 10 locations in each council district, including major street intersections and commercial corridors, will be monitored four times a year for litter and other cleanliness factors by citizen teams each led by a Brightside Champion. The sites will be rated on a system of one to four, with one being the cleanest score.

Brightside is working closely with the Metro Council to recruit cleanliness teams and leaders in the 26 districts. If you're interested in becoming a Brightside Champion or joining your Metro Council cleanliness team, please contact [Brightside](#).

Neighborhood scores and other data are displayed on map that is available through the [city website](#).

To plant more trees citywide, the One Bright City initiative will include four major tree plantings yearly – two each in the spring and fall. Brightside will work in partnership with the city's Tree Advisory Commission and with community organizations such as Louisville Grows.

To help fund more planting and long-term care for trees, Brightside will oversee The Louisville Tree Fund, which will allow citizens and businesses to easily make donations to buy, plant and maintain trees throughout the community.

Brightside will also partner with the Metro Council to educate and motivate citizens to be more environmentally active through a program called Green Living Certification. Neighborhood associations and other groups will be able to apply for three levels of certification – similar to the federal LEED certification of environmentally-friendly buildings -- based on “green” actions such as recycling. A neighborhood where 90 percent of residents recycle, might earn the highest award for example. Criteria are now being developed with the program scheduled to be launched later this year.

Recap of the 2014 Brightside/Passport Spring Community-Wide Cleanup

Brightside was once again blessed with volunteers making it their civic duty to keep Louisville clean and green by cleaning up around the community.

This spring nearly 11,000 members of the community served the city by picking up trash along roadways and green spaces. [Click here](#) to view a list of the groups and organization that participated.



Nearly 16 tons of garbage was picked up during the Spring Community-Wide Cleanup. This is equivalent to the amount of trash produced by 22 Americans in an entire year!

Cleanups are an integral part of Brightside's mission and without the help of these volunteer groups, and many other volunteers throughout the year, we could not achieve our goals of a cleaner, greener Louisville. We sincerely thank all who participated, as well as those who showed their support in other ways. Together, we can continue doing our parts to make Louisville a world-class city!

Whether it is your first time or you are a veteran of the Brightside cleanups, please consider joining us October 25, for the Fall Community-Wide Cleanup. Help Brightside to make a positive impact in Louisville.

Volunteer Spotlight: Cayley and Colleen Crum



As a Cadet Level Girl Scout, members are asked to contribute in the community by leading and coordinating a service project. Cayley Crum took the challenge to heart and wanted to see what she could do for the City of Shively where she had lived some of her earlier formative years. Seeing a lack of tree canopy in the parks that she and friends played in for sports and leisure in their early youth she started Re-Tree Shively with the assistance of her mother, Colleen Crum. Re-Tree Shively is a mini-forestation sustainability effort that has a goal to decrease the effects of the urban heat island, improve

air quality, and beautify two parks in the City of Shively: Shively Park and Leeds Park. The Crum's hit the ground running and contacted businesses for sponsorship and garnered support from key members from the City of Shively. Needing some tree education they contacted Mike Hayman from the Louisville Metro Tree Advisory Commission for assistance with tree species selection and maintenance needs. Cayley has gone on to speak in front of groups such as the Louisville Metro

Council Sustainability Committee where she caught the ear for Brightside's Urban Forestry Coordinator, Erin Thompson. "I was so impressed with Cayley and Colleen's project that I could not wait to get on board and offer help." At this time Re-Tree Shively has planted 61 trees between Shively and Leeds Parks. All trees were purchased with donations and planted with assistance from City of Shively Public Works Department staff. The Crum's are facilitating water maintenance with volunteers and continued support from the Shively Public Works Department. They are not done yet though and hope to plant a total of 200 trees over the next few years.

Louisville Trees

Brightside is proud to announce the planting of 695 trees during the 2013-2014 planting season. A total of 294 trees were planted through collaboration and partnership with: LMTAC, RE-Tree Shively, Louisville Grows' Love Louisville Trees Citizen Forestry Program, and Louisville Metro Housing Authority.

The Louisville Tree Tracker has now grown to 11,858 trees planted since 2011. Thank you to the City of St. Matthews for registering 327 trees on the Tree Track. [Click here](#) to register your tree planting.

Save The Date-November 8, Louisville Community-Wide Planting Day. This will be a Community-Wide initiative to plant native trees and herbeous species of Kentucky. Stay tune for more information.



Volunteer Opportunities

Brightside would not be successful without the help and support of volunteers! Brightside has incorporated a volunteer opportunity to be in the field with our extremely talented Landscape Coordinator, Cindy. Volunteers have the opportunity to get their hands dirty with Cindy planting, weeding, and other maintenance-related activities surrounding our beautiful BrightSites on the third Wednesday of the month. However, if that date does not work for you, please contact Cindy at 502-612-5037 to register or arrange a project.

If getting dirty is not your thing, volunteer in Brightside's office! Contact us at 574-2613 for more information or upcoming volunteer opportunities.

25th Annual Brightside/Coca-Cola Volleyball Classic



Each July, Brightside plays host to one of the largest outdoor volleyball tournaments in the region. Players from several states travel to Louisville to participate, helping make this Brightside's largest fundraiser of the year. The 25th Annual Brightside/Coca-Cola Volleyball Classic promises a lot of action as hundreds of players will set, volley and spike for a cleaner, greener Louisville.

The volleyball classic will be held at Seneca Park and the sand division games at Baxter Jacks, this Saturday, July 19 at 9:30 a.m. to dusk and continue at the same time on Sunday, July 20.

[Click here](#) to register for the tournament or contact

[Brightside](#) if you're interested in volunteering at the tournament.

Brightside Calendar

May

26 Installation of new BrightSite- Virginia Ave and Hale, 11am

July

19 Brightside and Coca-Cola 25th Annual Volleyball Classic Tournament

20 Brightside and Coca-Cola 25th Annual Volleyball Classic Tournament

August

8 Brightside Bash

October

11 Compost Sale at the Outer Loop Recycling and Disposal facility Sponsored by Waste Management of Kentucky 8am to 2pm

18 Compost Sale at the Outer Loop Recycling and Disposal facility Sponsored by Waste Management of Kentucky 8am to 2pm

25 Fall Community-Wide Cleanup

November

8 Louisville Community-Wide Planting Day



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