

Horst, Rachel

From: CEER@brevardfl.gov
Sent: Tuesday, January 6, 2026 12:50 PM
To: Horst, Rachel
Subject: A new CEER Recommendation has been submitted as ID #2026010

Recommendation # 2026010

Dear CEER Administrator,

Speak Up Brevard Recommendation ID #2026010 has been submitted. Please login to the CEER Application to start the recommendation evaluation workflow.

Contact Information:

Group/Organization

Name Deborah A Sullivan
Address 5080 S Hwy A1A, Melbourne Beach FL 32951
Phone (561) 716-1870
Email Kevroart@gmail.com
Alternate Email

Recommendation Information:

Recommendation ID 2026010
Recommendation Title Promote Beach Cleanups
Areas Affected Brevard Beaches
Department Affected Parks And Recreation Department
Current problem Litter on beaches.
Recommendation Many neighbors pick up litter on beaches. Suggestion: Further foster pride & more community-wide participation by *promoting picking up litter as a standard part of a beach day. A shared responsibility by all. Funding source recommendation: Brevard County Sells *good looking, *mostly clear, *reusable bags for personal use. The bag itself is mostly clear to show others your results. It's good looking (put out a call to local artists) so you can sell them & the reusable piece is evident. Bag straps to depict custom art (Turtles), & Keep Brevard Beautiful logo. Tap into existing networks to promote them. Cross promote with other stakeholders holders too i.e., Property Appraiser Tax Bill (everyone receives & reads that bill!) to promote them. Sell the bags on your Brevard County website. The community effort for environmental protection of our beaches & nature is proven. We love living in the South Beaches! Consider grants? Over the years, we've noticed after storms (not just hurricanes) the bin at our County beach acc point is often overflowing. We've also seen neighbor requests asking neighbors if they have extra bags to put in empty bin. -fyi-

Attachments

NotRenderingCorrectlyInIE.docx
Screenshot 2026-01-01 145059.png
Screenshot 2026-01-01 145313.png
TEST.txt

Please do not reply to this e-mail, as it will go to an unmonitored mailbox.



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TO: Jim Liesenfelt, County Manager
FROM: Don Walker, Director of Communications
SUBJ: Citizen Efficiency and Effectiveness Recommendation #2026010

CEER #2026010, titled Brevard Beaches, was received by the County from Deborah Sullivan.

Citizen Statement:

Litter on beaches

Citizen Recommendation:

Many neighbors pick up litter on beaches. Suggestion: Further foster pride & more community-wide participation by *promoting picking up litter as a standard part of a beach day. A shared responsibility by all. Funding source recommendation: Brevard County Sells *good looking, *mostly clear, *reusable bags for personal use. The bag itself is mostly clear to show others your results. It's good looking (put out a call to local artists) so you can sell them & the reusable piece is evident. Bag straps to depict custom art (Turtles), & Keep Brevard Beautiful logo. Tap into existing networks to promote them. Cross promote with other stakeholders holders too i.e., Property Appraiser Tax Bill (everyone receives & reads that bill!) to promote them. Sell the bags on your Brevard County website. The community effort for environmental protection of our beaches & nature is proven. We love living in the South Beaches! Consider grants? Over the years, we've noticed after storms (not just hurricanes) the bin at our County beach acs point is often overflowing. We've also seen neighbor requests asking neighbors if they have extra bags to put in empty bin. -fyi

Staff Analysis:

Brevard County works with Keep Brevard Beautiful (KBB) to clean a portion of the county's beaches and causeways. The Space Coast Office of Tourism has an annual contract with KBB for this purpose.

In addition, Brevard County Mosquito Control has been actively coordinating with local environmental partners to host coastal and waste tire cleanup events annually since 2023. The International Coastal Cleanup and Earth Day Lagoon Cleanup events take place annually at



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several beach, Indian River Lagoon, and the causeway bridge sites countywide. During these events, Mosquito Control typically coordinates directly with the Greenspace Water Alliance by managing stations where residents can sign in and pick up the event tracking forms, gloves, bags and other supplies. Then residents return to the stations by the end of the day where Mosquito Control staff weigh the trash and collect the data forms for statistical purposes. Additionally, Mosquito Control has been conducting waste tire amnesty and cleanup events in partnership with Brevard County Solid Waste Management, Communications, and Natural Resources Departments as well as the Florida Department of Health in Brevard and the Florida Department of Environmental Protection. In a recent Tire Island Cleanup project, Mosquito Control also assisted the Pineda Waterway Warriors in removing several tires from an island in Cocoa Beach. Last year, over 100 tons of tires were removed from the community through these events. Plans are currently underway to host the next Waste Tire Amnesty event in April 2026 and Coastal Cleanup event in September 2026.

Cleanup Events:

April 16 to 18, 2026 – Hosting Waste Tire Amnesty Days at Mosquito Control's North (Titusville) and South (Valkaria) offices

September 20, 2026 – Hosting International Coastal Cleanup at the Max Brewer Causeway Bridge, Titusville

Staff Recommended Action:

It is recommended that the Board of County Commissioners accept CEER #2026010 with revisions because the County promotes beach clean up and has implemented practices to promote partnerships for picking up litter as described in staff analysis.