

# Causeway Contract Proposal

Keeping Brevard's  
Causeways and the Indian  
River Lagoon Clean







**KBB**  
keepbrevardbeautiful

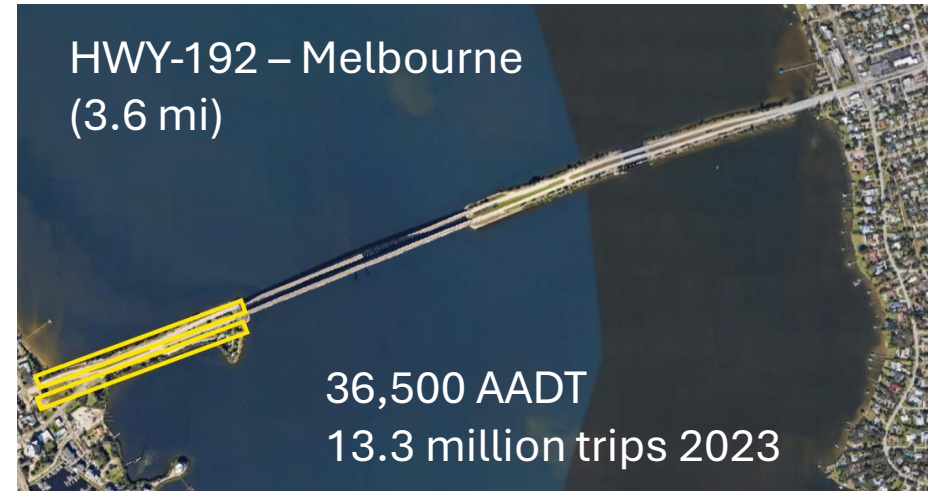


Making Experiences More Beautiful for Residents and Visitors Alike Since 1982

# Original Cleanup Contract Scope and Coverage

Causeways North to South Brevard County	Frequency
 <p data-bbox="945 434 1370 472">SR-406 - Max Brewer</p>	<p data-bbox="1760 379 2155 418">1 staff x 1 day p/wk</p> <p data-bbox="1854 434 2048 472">52 weeks</p> <p data-bbox="1658 491 2239 529">3 annual volunteer cleanups</p>
 <p data-bbox="963 665 1352 704">SR-528 - Beachline</p>	<p data-bbox="1742 611 2160 649">2 staff x 3 days p/wk</p> <p data-bbox="1854 665 2048 704">52 weeks</p> <p data-bbox="1658 722 2239 761">3 annual volunteer cleanups</p>
 <p data-bbox="958 896 1358 935">SR-518 – Eau Gallie</p>	<p data-bbox="1760 842 2155 881">1 staff x 1 day p/wk</p> <p data-bbox="1854 896 2048 935">52 weeks</p> <p data-bbox="1658 953 2239 992">3 annual volunteer cleanups</p>
 <p data-bbox="937 1162 1383 1200">HWY-192 - Melbourne</p>	<p data-bbox="1760 1100 2155 1139">1 staff x 1 day p/wk</p> <p data-bbox="1854 1155 2048 1193">52 weeks</p> <p data-bbox="1658 1212 2239 1250">3 annual volunteer cleanups</p>

# Targeted Cleanup Areas are Heavily Used, Highly Visible and Adjacent to the IRL



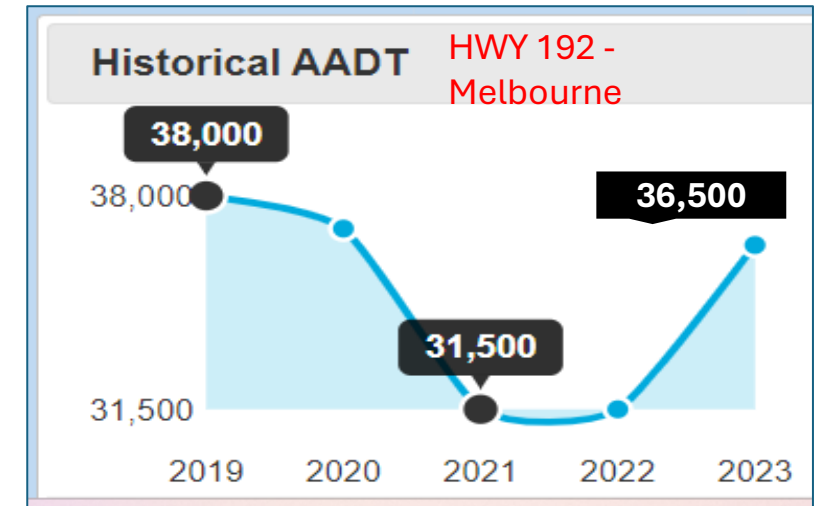
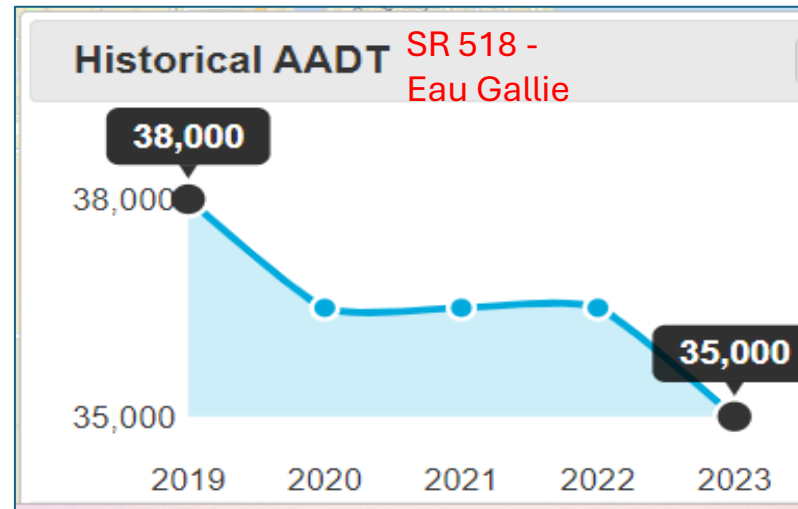
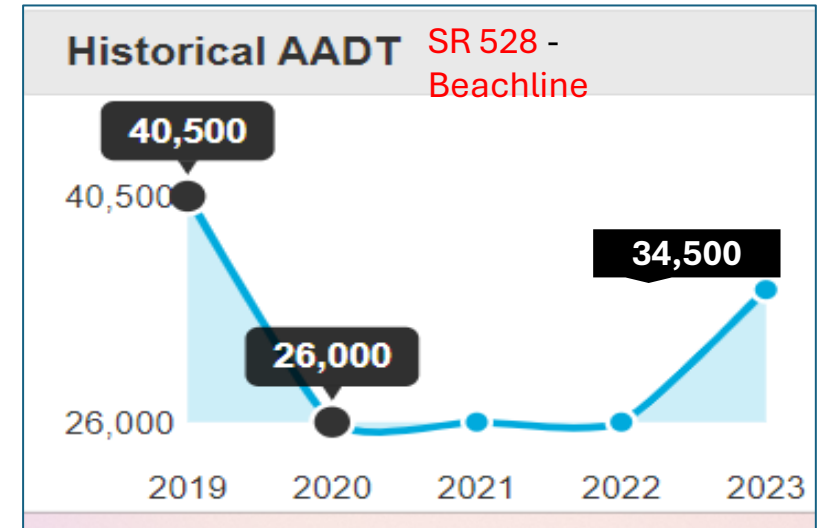
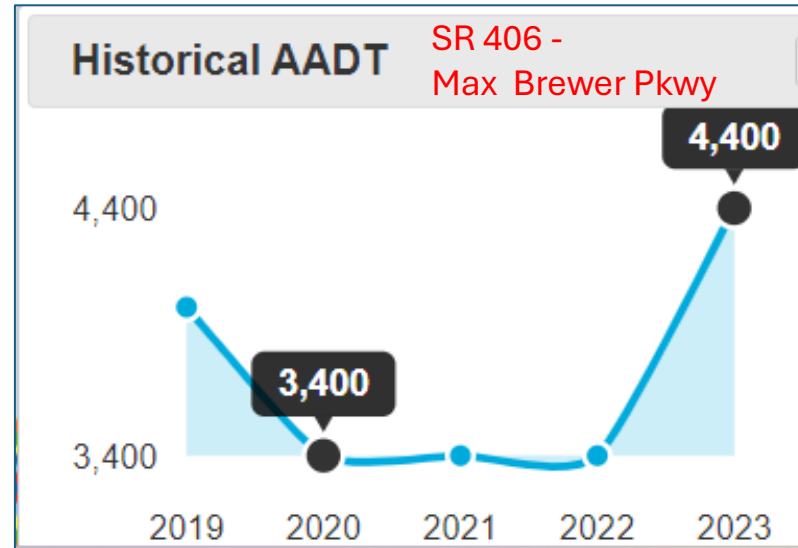
AADT: Annual Average Daily Traffic

Source: Space Coast TPO


# Brevard is Growing, Along with the Volume of People Using These Roadways (Annual Average Daily Counts 2019-2023)

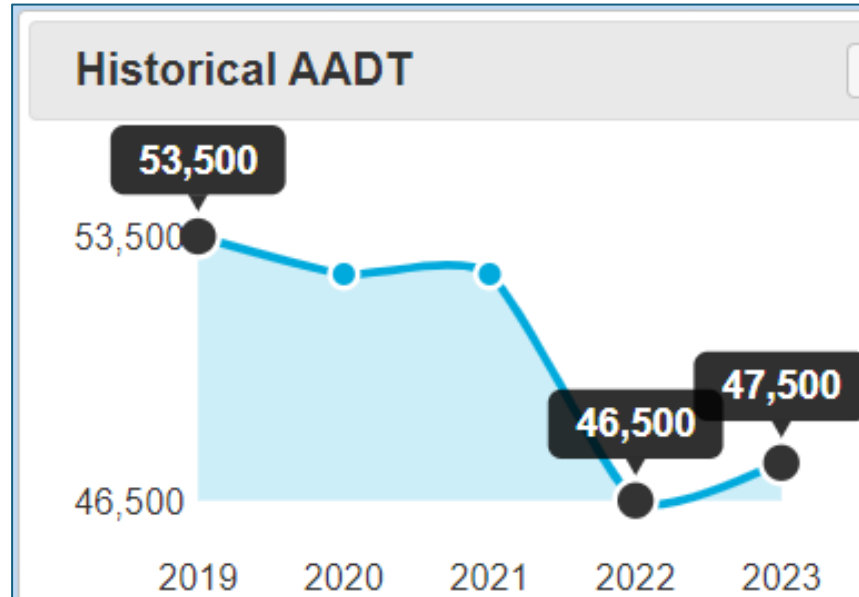
## Growth Drivers:

- Space industry expansion including over 120 launches planned for 2025 from **Kennedy Space Center** – and growing!
- Projected 8 million cruise passengers at **Port Canaveral** in 2025, up from 7.5 million
- 1,500 additional **hotel rooms** over the next two years, about a 14% increase
- Continued **economic growth across multiple sectors** predicted by UCF Institute for Economic Forecasting



# Amended Contract Proposal to Include Pineda

Request Per TDC Beach Committee	Frequency
 <p>SR-404 – Pineda Causeway</p>	<p>2 staff x 1 day p/wk 52 weeks 3 annual volunteer cleanups</p>



## TOTAL ANNUAL FUNDING REQUEST

Original Contract (4 Causeways) \$120,420  
 Addition of Pineda Causeway \$ 36,644

**Total Proposed Annual Cost: \$157,064 (All 5 Causeways)**  
**Term: 3-Year Contract with 2 1-Year Extensions (5 Years Total)**

# Visitor Economic Impact: \$2.34 Billion\* Reasons to Make a Good First Impression

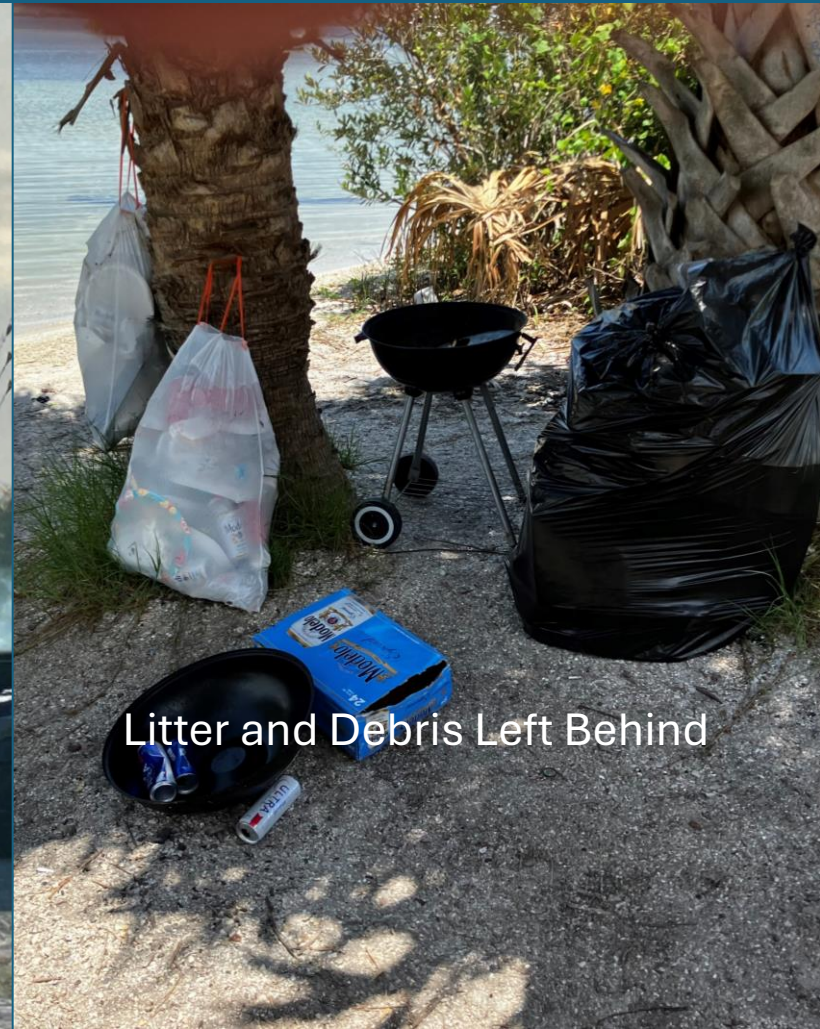
\*Source: Visit Florida/Space Coast Office of Tourism, 2022 Visitor Spending Data



KBB Clean Causeway



Typical Weekend or Launch Day



Litter and Debris Left Behind

# Growth Brings Increased Volume of Trash Near Roads and Waterways





# KBB's **Typical Annual Impact and Value** to Brevard County Taxpayers and Visitors

**900**

**TONS**

**TOTAL TRASH  
COLLECTED ANNUALLY**

**44**

**TONS**

**TDC-FUNDED  
CAUSEWAY CONTRACT TRASH**

**41**

**TONS**

**VOLUNTEER  
TRASH CLEANUP**

**306** Cleanup Events Countywide

**2,279** Volunteers

**5,334** Community Service Hours

**\$176,000**

**Savings to Taxpayers  
through KBB Volunteer & In-Kind  
Contributions**

\* 2023 Data

# Vote Yes to Continue KBB's Partnership with Brevard County/TDC

- Award 3-Year contract to KBB at an annual cost of \$157,064 for cleanup of 5 Causeways
- Include the option for a two-year extension, for a total contract length of 5 years
- Continue to make a good first impression and positive experience for residents and visitors alike
- Protect the Indian River Lagoon from litter and pollution
- Derive extra benefit to taxpayers from KBB's volunteer activities

