

SWACO 2010 Central Ohio Emeralds Nomination for South Campus Gateway in the Category of Partnership

Groups

The Ohio State University, Undergraduate Student Government, University Community Business Association and South Campus Gateway led by Campus Partners joined to form a new cooperative effort to improve the appearance of High Street.

The partners expected that this initiative would present a more attractive “front door” to the university campus, the neighborhood and for the many student, residents and employees who walk and bicycle along High Street daily.

Actions

The program consists of the collection and recycling of trash from the sidewalks of the east side of N. High Street between Chittenden and Lanes Avenues, Tuesday through Saturday. The program also provides for the collection and recycling of paper posting on city light poles, trees and other structures along the same area.

The actions of the “High Street Clean & Green Team” consist of:

- Trash Collection
 1. With the use of an All-Terrain litter vacuum
- Recycling
 1. All trash collected is recycled through the South Campus Gateway “GREEN IT” program
- Education
 1. Introductory event
 2. Media coverage
 3. Special meetings
 4. E-blasts
 5. Websites
- Community Relations
- Funding
 1. Each participating group provides funding for the program in equal amounts on a quarterly basis

Impact

The impact of the relationship among the groups can be clearly seen through the following:

- Cleaner High Street
- Better public opinion
- Enhanced feelings of greater safety & security
- Increased community pride
- Enhanced relations within the participating groups

Environment / Culture

The prior culture which led to the development of the partnership included the following:

- Trash and garbage along High Street in the university neighborhood
- Poor public perception of the area
- Feelings of poor safety & security
- Lack of organized community pride
- Associated groups not working together to the best of their ability

Future Plans

Plans for future development of the group / program include:

- Continuing the current program
- Expanded activities before and after OSU football games and other large events



Before



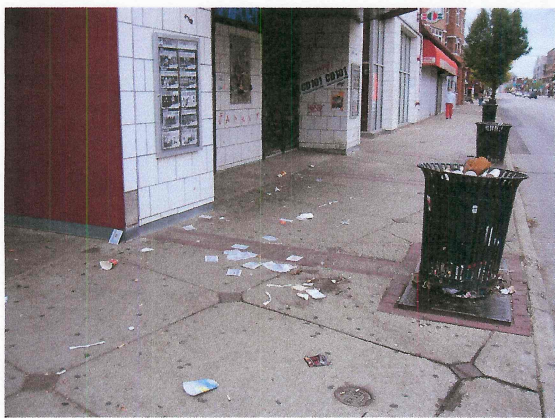
After



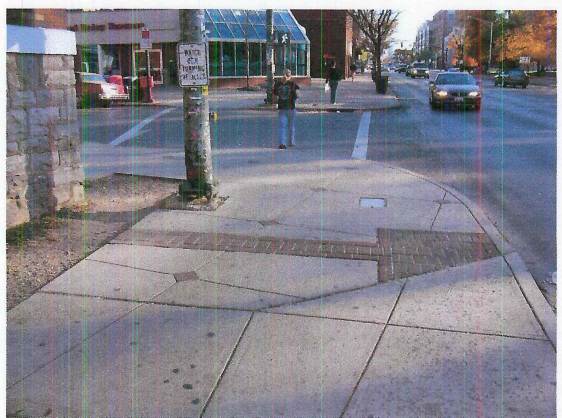
Before



After



Before



After