



Keep Charlotte Beautiful Committee FY 2013 Report

KEEP CHARLOTTE BEAUTIFUL COMMITTEE

Keep Charlotte Beautiful (KCB) Committee is a volunteer-based affiliate of Keep America Beautiful. In FY 2012, staff and financial support of KCB transitioned from Code Enforcement to the Community Engagement division within Neighborhood & Business Services.

KCB's activities support existing City goals in Community Engagement, Solid Waste and Code Enforcement while aligning with the five focus areas of Keep America Beautiful: Litter Prevention, Recycling, Community Greening, Waste Reduction and Beautification. The committee places a strong emphasis in helping to ensure that all Charlotte neighborhoods are beautiful, safe, and desirable places to live.

Keep Charlotte Beautiful has twenty members appointed by Charlotte City Council and the Mayor's Office. They meet the first Tuesday of every month and also conduct various subcommittee meetings in the interim.

Committee members as of June 2013 were:

Aisha Alexander (Executive Director)	Kimberly Higgins
Stephen Ashworth (Chairperson)	Christopher Lachey
Bryan Bishop (Co-Chairperson)	Dean Pawlowski
Louise Bhavnani (Staff)	Charles Prendergast
Casey Brewer	Erica Robinson (Staff)
Charita Curtis (Staff)	Stephanie Stenglein
Sara Downing	Nicole Storey (Staff)
Russ Ferguson	Matthew Vincent
Larry Ferri	Taurean Walker
Justine Gazzola (Staff – Communications)	Corine Thomas
Vanessa Kenon-Hunt	

**5 vacancies as of June 2013

FY 2013 ACTIVITY HIGHLIGHTS

ADOPT-A-CITY NEIGHBORHOOD

21 grant applications were received; two communities with highest scores were awarded \$2,500 each to complete a community beautification project.

2013 Adopt-A-City Neighborhood Grant Recipients:

Piedmont Middle School- Schoolyard Beautification Art Project:

- Installation of architectural pillars representing the piedmont, coast and mountain regions of North Carolina
- Planters adorned with student's mosaic artwork
- Outdoor Classroom
- Project received National Wildlife Federation Wildlife Habitat Certification



Commonwealth Park- From Problems to Park:

- Community worked with Staff and CMPD to petition for demolition of three derelict buildings including Charlotte Inn Motel, a source of significant criminal behavior.
- Buildings will be demolished in December 2013,
- City has committed the land as public open space.
- Grant will beautify the space with signage, benches and landscaping complementing other plans.



COMMUNITY APPEARANCE INDEX

The Community Appearance Index provides an opportunity to measure litter prevention measures throughout the City and is required to be performed annually by Keep America Beautiful. Along with traditional dashboard rating of roadside litter, affiliates were trained to add other optional indices that reflect a community's quality of life. Keep Charlotte Beautiful measured the presence of graffiti and signs posted illegally in City right of ways.

To facilitate the Community Appearance Index, a group of trained volunteers visit 70 pre-determined locations throughout the City and rate each one on a scale of 1(low) to 4 (high) for litter, graffiti, and illegal signs visible to motorists. Index results are used as a tool to communicate to City officials including Solid Waste Services and neighborhoods how successful we have been in preventing these visual blights.

Community Appearance Index Results	2013 Average	2012 Average
Litter Index	1.81	1.71
Signs in Right of Way Index	1.48	1.56
Graffiti Index	1.22	1.19
Overall Average	1.5	1.48

AMERICA RECYCLES DAY

KCB held a community recycling education, shredding and electronics recycling day on November 10, 2012 at the South Tryon Street Walmart location.

Community members were encouraged to bring documents and files to be shredded by Automated Shredding and to recycle their old electronics' with Goodwill.

1,980 pound of electronics were collected and KCB Board members reached more than 500 people at the education table.



GREAT CHARLOTTE CLEAN UP

KCB partnered with The Chris Canty Foundation for the 2013 Great Charlotte Cleanup.

The event included more than 450 volunteers performing community cleanups at schools, churches and parks throughout Charlotte's West End with a kick off at Johnson C. Smith University.

Volunteers provided 2,700 hours of volunteer time, equating to a value of \$58,833. In addition, Adopt-a-Neighborhood grantees, Adopt-a-City Street volunteers and participants in the Power2 Live Green grant program were also required to complete community clean-ups during the month of April.



ADOPT-A-CITY STREET PROGRAM

As of July 2013, 242 miles of City streets had been formally adopted through the Adopt-a-City Street Program.

Volunteers contributed 1,487 hours to cleaning up city streets and collected 486 bags of litter which equates to 9,720 pounds of trash. KCB board members also coordinated quarterly clean ups of a one-mile segment of Central Ave which has been adopted by the board.



ADDITIONAL INFORMATION/LOOKING FORWARD

Keep Charlotte Beautiful was in the midst of transition during July 2013, Stephen Ashworth, KCB Board Chairman resigned to accept a job transfer out of state. With Stephen, his fiancée and N&BS Communication Staff responsible for KCB communication efforts, Justine Gazzola, also relocated. Nicole Storey replaced Aisha Alexander as Executive Director and Louise Bhavnani replaced Cheryl Rance as KCB Program Manager.

Keep Charlotte Beautiful is working to re-energize it's work and is fostering partnerships with Solid Waste, Code Enforcement, Mecklenburg County Solid Waste, TreesCharlotte, Keep Mecklenburg Beautiful, and Keep America Beautiful for FY 2014. Other partners are also being evaluated.

A \$10,000 Waste Management/Keep America Beautiful grant has been applied for and won by KCB board members to provide additional funding to the America Recycles Day, Piedmont Middle School and Commonwealth Park projects. In addition, Keep Charlotte Beautiful staff are working to make the Adopt-a-City Street program more robust and responsive to the needs of the city and the volunteers.

FY 2014 will be a formative year for Keep Charlotte Beautiful and we are looking forward to sharing our success with you.