



Keep Charlotte Beautiful Committee FY 2016 Annual Report

KEEP CHARLOTTE BEAUTIFUL COMMITTEE

Keep Charlotte Beautiful (KCB) Committee is a volunteer-based affiliate of Keep America Beautiful. 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 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 30, 2016 were:

- Nicole Storey (Executive Director)
- Denise Coleman (Program Manager)
- Joshua Middleton (Chair)
- Theresa Rosa-Corey (Vice-Chair)
- Audrey Singer (Secretary)
- Amy Villegas-McCleave
- Ann Wood
- Camille Cunningham
- David Pettine
- Joshua Arnold
- Kelley Amundson
- Melvin Jewett
- Mike Zytkow
- Russ Ferguson
- Tiffany Hughes

FY 2016 ACTIVITY HIGHLIGHTS

KEEP CHARLOTTE BEAUTIFUL: BEAUTIFICATION GRANT

KCB awards up to \$5,000 each year to neighborhoods, schools and or non-profit organizations for community beautification projects. Because grant interest generally exceeds available funding, the board has developed a two-phase process to reduce paperwork for neighborhoods with project ideas that fall short of top scores upon initial committee review. In 2016 KCB received 31 Letters of Intent (LOI's) for beautification projects. Upon committee review, eight applicants were invited to submit formal applications. Applicants not selected are referred to neighborhood liaisons for support and complementary programs for consideration including Neighborhood Board Retreats, TreesCharlotte and Neighborhood Matching Grants.

The following three projects received KCB Beautification Grant funding in 2016:

Browne's Ferry Entrance Renovations, \$2,425 (Council District 4)-

- The neighborhood beautified their Sugar Creek entrance by improving landscaping and updating shrubbery around their entrance signs.
- The entrance renovations added a dramatic effect to the Browne's Ferry community



Stonehaven Townhomes Beautification Project, \$2500 (Council District 6)-

- The neighborhood repaired damaged pillars that were unattractive to drivers and residents traveling through Thermal Rd. Broken bricks were replaced and concrete caps were added with mortar to fill in imperfections.
- The neighborhood will be planting trees around the pillars and throughout the community during the next planting season with support from TreesCharlotte.



Wilora Lake Entrance Beautification, \$991.89 (Council District 5)

- The neighborhood will beautify their entrance on N Sharon Amity Rd at Wilora Lake Rd by planting perennial flowers and bushes. The plantings will mask an area that is frequently stained by splashing mud.
- N Sharon Amity road is heavily traveled, the improvements will be highly visible.



COMMUNITY APPEARANCE INDEX

Once per year trained KCB Board members and volunteers visit 70 pre-determined locations throughout the City to measure the presence of roadside litter, rating each street section on a scale of 1 (low litter visible) to 4 (significant litter visible). Index results are used as a tool to communicate the City's success in preventing visual blight through litter prevention efforts to City officials, Solid Waste Services and

interested residents. The index and is an annual requirement through Keep America Beautiful and is reflected in a Solid Waste Services Balanced Scorecard metric.

Community Appearance Index Results	2015 Average	2016 Average
Litter Index	1.83	1.80
% change 2015-2016 (A decrease in value indicates an improvement toward achieving the Litter Index Excellence Standard)		-1.64 %

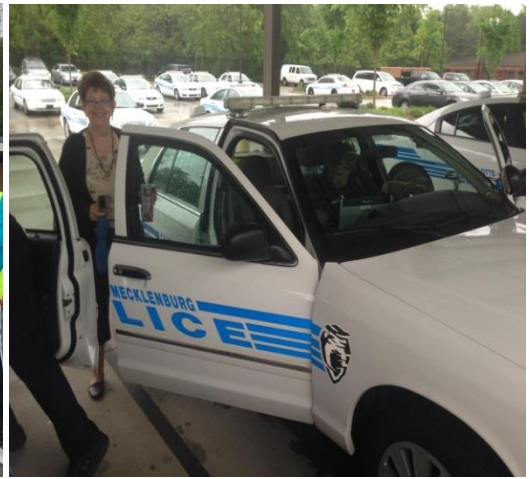
<i>Litter Index Comparisons</i>								
Year	District 1	District 2	District 3	District 4	District 5	District 6	District 7	Total Overall
2006	2.49	1.65	2.2	2	2	1.8	2.14	2.04
2007	1.45	1.40	2.92	1.97	2	1.52	1.7	1.85
2008	1.33	1.62	2.06	1.72	1.76	1.62	1.3	1.63
2009	1.54	1.93	1.58	1.81	1.8	1.68	1.57	1.70
2010	1.4	1.88	1.42	1.9	2	1.4	1.3	1.61
2011	2	1.63	1.9	1.8	1.38	1.73	1.87	1.76
2012	1.87	1.57	1.3	1.43	1.7	1.8	2.23	1.70
2013	1.6	1.50	2.4	2.1	1.9	2.2	1	1.81
2014	1.87	1.70	2.6	1.95	1.95	1.6	1.5	1.88
2015	1.77	2.03	2.03	2.00	1.80	1.48	1.73	1.83
2016	1.67	2.00	2.23	1.87	1.70	1.83	1.33	1.80
Percent Change 2015-2016	-5.65%	-1.48%	9.85%	-6.50%	-5.56%	23.65%	-23.12%	-1.64%

GREAT AMERICAN CLEAN UP

The Great American Clean-Up (GAC) is celebrated by Keep America Beautiful and its affiliates each year from March through May. KCB kicked off the 2016 Great American Cleanup on Saturday March 5th with a tree planting event in partnership with TreesCharlotte. KCB hosted 6 cleanup events throughout the city with the help of neighborhood leaders, elected officials, and City staff. The events leveraged partnerships with Solid Waste Services, Keep Mecklenburg Beautiful (KMB) and Storm Water Services to maximize collective impact.

During GAC, KCB encourages Adopt-a-City street program participants and neighborhood associations to organize larger clean ups. In 2016, 438 volunteers cleaned streets, streams and blighted areas collecting over 12.24 tons of litter citywide. In appreciation of their effort volunteers received KCB branded products and donated raffle items.

Lastly, KCB partnered with KMB and CMPD to host a litter sting. The sting was hosted on April 22nd in CMPD’s Eastway Division, two community leaders and two KCB and KMB staff participated by riding along with CMPD officers. Although no litter citations were issued during this time, the event provided an effective reminder of the laws and penalties applicable to persons who litter in North Carolina.



ADOPT-A-CITY STREET PROGRAM

KCB Staff manages the Adopt-a-Street program, a year-round opportunity for businesses, neighborhoods and volunteers to adopt 1-mile or greater street sections to supplement the City’s litter collection efforts. In 2016, 76.58 additional miles were adopted bringing the total to 307.76 miles of City streets adopted as of June 30, 2016.

Adopt-a-Street volunteers contributed 2,923 hours and collected 1403 bags of litter in 2016. These metrics include quarterly clean ups along a section of Central Ave which KCB has adopted.



ADDITIONAL ACCOMPLISHMENTS:

- KCB expanded its social media presence to include 599 Facebook followers 368 on Twitter.
- The KCB Board hosted a retreat in September to define and prioritize annual goals.
- KCB received \$5,000 from Keep America Beautiful to support TreesCharlotte with tree canopy expansion efforts.
- KCB staff meets regularly with Keep Mecklenburg Beautiful and Solid Waste services to evaluate partnership opportunities and explore procedures to improve communication and enhance the efficiency of litter collection for KCB community partners.

