



Keep Charlotte Beautiful Committee FY 2017 Annual Report

KEEP CHARLOTTE BEAUTIFUL COMMITTEE

Keep Charlotte Beautiful (KCB) Committee is a volunteer-based affiliate of Keep America Beautiful established in 1974. 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, 2017 were:

Nicole Storey (Executive Director)	Theresa Rosa-Corey	Tarik Hameed
Denise Coleman (Program Manager)	Brie Carlson	Trici Davis
Joshua Middleton (Chair)	Christen (Elizabeth) Picoli Coen	Jamal Tate
Jonathan Thull (Co-Chair)	Gregorio Welch	Brian Withrow
Tiffany Hughes (Vice-Chair)	Melvin Jewett	Michael Haithcock
Russ Ferguson	Cory Watson	Maritza Adonis
Brenda Adams	William Babb	

FY2017 KEEP CHARLOTTE BEAUTIFUL HIGHLIGHTS

- 10.06% reduction in visible litter reported through the 2017 KCB Community Appearance Index
- KCB volunteers hosted 388 clean-up events collecting more than 11,266 bags of trash and recyclable materials in addition to 4 dumpsters of bulky items.
- Adopt-a-Rail-Trail pilot program launched in partnership with Charlotte Area Transit System (CATS) and Charlotte Center City Partners (CCCP).
- KCB enhanced volunteer recognition efforts by introducing “10-Year Participant” blades to adorn Adopt-a-City-Street (AACS) signage acknowledging longtime program participants.
- 170 organizations participated in the AACS program, supporting litter removal efforts from more than 254 city street miles. This is a 33% increase in active organizations from FY16.

FY2017 PROGRAM ACCOMPLISHMENTS

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. In FY17 KCB received 41 Letters of Intent (LOI's). Upon committee review, six 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 (3) projects received KCB Beautification Grant funding in 2017:

Commonwealth United Methodist Church Butterfly Garden - \$1362.72 Grant

- Volunteers installed a decorative bench, pavers, hummingbird feeder, and planted NC native flowers in an area visible to pedestrian traffic.
- The project created a space for the congregation and neighborhood to come together.



Men's Shelter's Breaking Down Barriers Project - \$2,137 Grant

- The organization created a welcoming environment by removing fencing and enhancing landscaping.
- The "No Loitering" and "This Premise has surveillance cameras" were replaced with "Welcome to Men's Shelter of Charlotte" signage.



Berewick Elementary Beautification - \$1,500 Grant

- The school beautified their entrance by planting native flowerbeds and a decorative bench.
- The area will promote teaching students about sustainable gardening and native plants.



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	2016 Average	2017 Average
Litter Index	1.80	1.62
% change 2016-2017*		-10.06 %

* A decrease in value indicates an improvement toward achieving the Litter Index Excellence Standard)

Previous Year Litter Index Comparisons

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
2017	1.83	1.70	1.65	1.77	1.93	1.20	1.28	1.62
Percent Change 2017-2016	9.58%	-15.00%	26.01%	-5.35%	13.53%	34.43%	-3.76%	-10.06%

GREAT AMERICAN CLEAN UP

The Great American Clean-Up (GAC) is celebrated each year by Keep America Beautiful and its affiliates. During GAC, KCB encourages AACS program participants, neighborhood organizations and businesses to show support and beautify their community by organizing larger clean up events.



FY17 GAC participants received a “How-to-Organize-Your-Cleanup” guide, cleanup supplies, KCB branded products, and donated raffle items. The events leveraged partnerships with Solid Waste Services, Keep Mecklenburg Beautiful (KMB) and Storm Water Services to maximize collective impact.

- In FY17, 1,306 volunteers removed 835 bags of trash and recyclable materials from streets, streams, and blighted areas during 117 GAC clean-up events, including 2 hosted by KCB.

ADOPT-A-CITY STREET PROGRAM

KCB Staff manages the Adopt-a-City-Street (AACS) program, a year-round opportunity for businesses, neighborhoods and other volunteers to adopt 1-mile or greater street sections to supplement the City’s litter collection efforts. Program participants commit to clean their adopted section(s) at least three (3) times per year. In return participants receive two (2) signs displaying their organization name at either end of the adopted route and well as recognition through volunteer events and social media.

- In 2017, 88.39 miles were adopted bringing the total to 284.69 miles of City streets adopted as of June 30, 2017.
- Adopt-a-Street volunteers contributed 4,880 hours and collected 1,891 bags of litter in FY17. These metrics include quarterly clean ups along a section of Central Ave which KCB has adopted.

ADOPT-A-RAIL TRAIL

Upon request from Bourne Partners, an interested volunteer group, City staff worked collaboratively with Charlotte Center City Partners (CCCP) and Charlotte Area Transit System (CATS) to develop the Adopt-A-Rail-Trail (AART) pilot program offering volunteer adoption of portions of the light rail adjacent path known as the Rail Trail. The pilot program is currently limited to one volunteer group supporting litter collection along the trail from E M.L.K. Jr Blvd to E 6th Street. A joint program logo was developed and participation requires in-person volunteer safety training from CATS engineers to ensure safety along the Blue Line light rail tracks.

- Six (6) AART clean-up events were hosted in FY17. The program will be re-evaluated in September 2017 to explore future expansion.

