



Keep Charlotte Beautiful Committee FY 2018 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 other month and also conduct various subcommittee meetings in the interim.

Committee members as of June 30, 2018 were:

Nicole Storey (Executive Director)	Martiza Adonis	Tarik Hameed
Jonathan Hill (Program Manager)	Brie Carlson	
Tonya Clarkston (Co-Chair)	Christen (Elizabeth) Picoli Coen	
Michael Haithcock (Co-Chair)	Jeff Beaver	
Sue DuChanois (Vice-Chair)	Matt Wilson	
Russ Ferguson	Leland McNabb	
Qnubia Umazar	Brian Withrow	

FY2018 KEEP CHARLOTTE BEAUTIFUL HIGHLIGHTS

- KCB volunteers hosted over 300 clean-up events, collecting more than 1,200 bags of trash and recyclable materials.
- The Adopt-a-Rail-Trail pilot program was deemed successful, and the partnership with Charlotte Area Transit System (CATS) and Charlotte Center City Partners (CCCP) extended to include South End.
- 210 organizations participated in the AACS program, supporting litter removal efforts from more than 370 city street miles. This is a 23% increase in active organizations from FY17.

FY2018 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 FY18, KCB received 54 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 2018:

Behailu Academy Meals, Minds, and Movement - \$1500.00 Grant

- Behailu Academy hosted Meals, Minds, and Movement, a series of community conversations about divisive issues within Charlotte
- The Academy hosted a large mural painting project in a prominent area of NoDa in culmination of the dialogues



Bloom! Community Garden - \$2,550 Grant

- The organization created a garden consisting of pollinator plants and vegetables for domestic violence victims at a local women's shelter
- The garden will open with an official dedication ceremony on July 28th.



Highland Mill Montessori - \$950 Grant

- The school's PTA worked with student volunteers to transition plastic to metal silverware in the school cafeteria
- This change reduced the litter output of the school and will save the school almost \$500 annually



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. While this year’s litter index score was higher than FY17, it was lower, on average, than all other previous years after 2012.

Community Appearance Index Results	2017 Average	2018 Average
Litter Index	1.62	1.75
% change 2017-2018*		7.57 %

* 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
2018	1.97	2.00	2.00	1.60	1.85	1.5	1.3	1.75
Percent Change 2018-2017	7.65%	17.65%	21.21%	-9.60%	-4.15%	25.00%	1.56%	7.57%

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. This year, AACS participants also celebrated the Great American Cleanup by picking up litter between March and June.

- In 2018, 69 new groups adopted a total of 86.27 miles, bringing the total to 375.19 miles of City streets adopted as of June 30, 2018.
- Adopt-a-Street volunteers contributed 2,805 hours and collected 1,293 bags of litter in FY18. These metrics include quarterly clean ups along a section of Central Ave which KCB has adopted.

ADOPT-A-RAIL TRAIL

In 2017, an interested volunteer group and 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. In 2018, the pilot project was labeled a success. Volunteers contributed 36 hours and picked up 15 bags of trash over the course of the fiscal year. In FY19, the project will expand to South End, with additional volunteer groups expected to begin picking up litter in March.

