Keep Charlotte Beautiful (KCB) Committee is a volunteer-based affiliate of Keep America Beautiful (KAB) established in 1974. KCB’s goals are to:

1. Promote partnership between citizens, private organizations, businesses, and government agencies to ensure the City of Charlotte sustains a clean and healthy environment.
2. Enhance public awareness of litter control ordinances
3. Enhance public awareness of recycling
4. Encourage and promote community service
5. Sponsor and conduct various programs directed toward the purpose of developing and maintaining a clean, healthy, and safe community
6. Represent neighborhoods and citizens in matters related to the above-stated purposes

The committee has twenty members: 13 appointed by Charlotte City Council and 7 by the Mayor. They meet the first Tuesday of every other month and conduct various subcommittee meetings in the interim. The committee currently contains four subcommittees that support the programming of Keep Charlotte Beautiful: the Great American Cleanup Committee, Beautification Grant Committee, Central Avenue Committee, and Adopt a City Street Committee.

Committee members as of June 30, 2018 were:

<table>
<thead>
<tr>
<th>Role</th>
<th>Name(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Staff</td>
<td>Nicole Storey (Executive Director), Jonathan Hill (Program Manager)</td>
</tr>
<tr>
<td>Chair</td>
<td>Michael Haithcock</td>
</tr>
<tr>
<td>Vice Chair</td>
<td>Jon Giles</td>
</tr>
<tr>
<td>Secretary</td>
<td>Tarik Hameed</td>
</tr>
<tr>
<td>Committee Member</td>
<td>RB Monroe, Ryon Smalls, Brie Carlson, Christen Choen, Casey Brweer, Matt Wilson, Leland McNabb, Jessica Mathewson, Iris Hudson, Leigh Lynch, Wendy Sellers, Qnubia Umazar, Sara Kucharski, Dawon Millwood, Caroline Burgett, Octavia Arthur, and Jairius McClendon</td>
</tr>
</tbody>
</table>
2019 ACCOMPLISHMENTS

Adopt a City Street (AACS) Program
Sub-Committee Chair: LeLand Mcnabb

KCB Staff manages the Adopt-a-City-Street 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 locations of their choice along the adopted route, litter cleanup supplies on a lending basis, and recognition through volunteer events and social media.

This was a very successful year for the Adopt a City Street Program, thanks in part to a robust AACS subcommittee on the KCB Committee. There were over 460 miles of street actively adopted, a 53% increase from FY18. This includes 146.2 miles of new street adoptions. Committee members worked diligently to recruit new groups and ensure existing groups remained active. Volunteers worked 6487 hours to pick up 2563 bags of trash and 483 bags of recycling throughout the city. This is a 135% increase in volunteer participation from FY18.
460+ MILES OF STREET ADOPTED

OVER 6500 HOURS VOLUNTEERED

OVER 2950 BAGS OF LITTER COLLECTED

OVER 320 ACTIVE VOLUNTEER ORGANIZATIONS
Community Appearance Index (Litter Index)

Once per year, trained KCB Committee members and volunteers visit 70 pre-determined locations throughout the City to measure the presence of roadside litter, rating each street section on the following scale:

- 1: Minimal or no litter, easily collected by one individual
- 2: Slightly littered, eyes are not continually grabbed by littered items
- 3: Littered, organized effort needed for complete litter removal
- 4: Extremely littered, continuous amount of litter that may need to be professionally removed

Litter 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.

<p>| Litter Index Comparisons by District, 2015-2019 |
|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|</p>
<table>
<thead>
<tr>
<th>Year</th>
<th>Dist 1</th>
<th>Dist 2</th>
<th>Dist 3</th>
<th>Dist 4</th>
<th>Dist 5</th>
<th>Dist 6</th>
<th>Dist 7</th>
<th>Total Overall</th>
<th>% Change Over Previous Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>1.77</td>
<td>2.03</td>
<td>2.03</td>
<td>2.00</td>
<td>1.80</td>
<td>1.48</td>
<td>1.73</td>
<td>1.83</td>
<td>-2.7%</td>
</tr>
<tr>
<td>2016</td>
<td>1.67</td>
<td>2.00</td>
<td>2.23</td>
<td>1.87</td>
<td>1.70</td>
<td>1.83</td>
<td>1.33</td>
<td>1.80</td>
<td>-1.6%</td>
</tr>
<tr>
<td>2017</td>
<td>1.83</td>
<td>1.70</td>
<td>1.65</td>
<td>1.77</td>
<td>1.93</td>
<td>1.20</td>
<td>1.28</td>
<td>1.62</td>
<td>-10%</td>
</tr>
<tr>
<td>2018</td>
<td>1.97</td>
<td>2.00</td>
<td>2.00</td>
<td>1.60</td>
<td>1.85</td>
<td>1.5</td>
<td>1.3</td>
<td>1.75</td>
<td>8.2%</td>
</tr>
<tr>
<td>2019</td>
<td>1.8</td>
<td>2.00</td>
<td>1.95</td>
<td>2.10</td>
<td>1.90</td>
<td>1.40</td>
<td>1.23</td>
<td>1.77</td>
<td>1.1%</td>
</tr>
<tr>
<td>% Change 2018-19</td>
<td>-8.63% Decrease</td>
<td>0%</td>
<td>-2.50% Decrease</td>
<td>31% Increase</td>
<td>2.70% Increase</td>
<td>-6.67% Decrease</td>
<td>-5.38% Decrease</td>
<td>1.09% Increase</td>
<td></td>
</tr>
</tbody>
</table>

New Steps, New Actions

A nationwide study by KAB found that 81% of litter is derived from intentional human behavior. The remaining 14% is contextual, meaning individuals are more likely to litter in already littered environments.¹ The committee initiated several steps to improve citywide beautification and litter prevention in FY19. Ultimately, a collective effort is necessary to combat litter citywide.

1. AACS Strategic Plan
   The first of these involved identifying strategic goals related to AACS. These goals are designed to:
   - Improve program opportunities
   - Increase participant engagement
   - Enhance customer service
   - Recruit additional volunteers, including businesses, along priority streets

   Ultimately, the committee generated 40 goals to improve the AACS program, many of which were achieved in 2018-2019. Implementation is ongoing and evolving.

¹ Wesley Schulz Littering Behavior in America: Results of a National Study (Action research: San Marcos) 2009
2. **Identification of Priority Streets**
   To increase the impact of the AACS program, the committee and Charlotte Solid Waste Services used the new litter index results, 311 litter reporting, and other data to identify priority streets in need of adoption.

   KCB committee member Caroline Burgett analyzed this data to identify priority areas for AACS recruitment and/or increased engagement of existing volunteers. Areas with a high number of 311 calls about litter are highlighted in orange to white tones, and the priority streets for FY19 are delineated in red.

3. **Litter Advertising Campaign**
   Additional research from KAB shows that targeted, individualized messages are the best means of affective behavioral change against litter. With this in mind, Keep Charlotte Beautiful partnered with the Charlotte Solid Waste Department and Mecklenburg County to promote behavior based anti-litter ads on 15 CATS buses in the first three months of 2019. This advertising campaign coincided with Mecklenburg County’s countywide anti-litter billboard campaign.
Great American Cleanup (GAC)  
*Subcommittee Chair: Jairius McClendon*

GAC is a national initiative, organized by Keep America Beautiful, that encourages affiliates to conduct litter pickups and beautification events from March to May.

KCB’s 2019 GAC event took place on May 18th in Tom Hunter Park in the Hidden Valley community. Councilmember Phipps kicked off the event which drew dozens of volunteers. Mecklenburg County Parks and Recreation partnered for the event and provided material and logistical support. Participants distributed mulch around the playground area, spread gravel on an eroding trail, repainted benches and lines on the basketball court, and installed a Little Free Library.

KCB’s Great American Cleanup subcommittee worked hard to initiate, plan, and implement a committee run GAC event. The committee designed a project that would not only be rewarding for the volunteers involved, but one that would provide lasting positive impact in the community. The end result was a successful beautification workday.

144 VOLUNTEER HOURS, GREAT AMERICAN CLEANUP
KCB 45th Anniversary Celebration

2019 marked the 45th anniversary of the founding of Keep Charlotte Beautiful. To celebrate, KCB partnered with NoDa Brewing and Tin Kitchen to host a volunteer appreciation event on the specific day City Council formed the committee on May 6, 1974.

Over 50 adopt a street partners came together for food and fellowship. KCB awarded the ‘Keep Charlotte Beautiful Award’, presented along with a coveted ‘Golden Grabber’, to South End Social for their efforts to unite South End residents and businesses around picking up litter.

Keep Charlotte Beautiful Beautification Grant
Subcommittee Chair: Brie Carlson

KCB awards up to $5,000 each year to neighborhoods, schools, and/or non-profit organizations for community beautification projects. In FY19, KCB received 11 Letters of Intent (LOI’s). Upon committee review, five 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.

This year’s grant went to UNC Charlotte’s Botanical Garden which will utilize a local artist to construct a sculptural gateway to their children’s garden.

Central Avenue Cleanups
Subcommittee Chair: Tarik Hameed

Keep Charlotte Beautiful’s committee maintains approximately one mile of Central Avenue through the Adopt a City Street Program. This year, the committee partnered with Plaza Midwood’s Neighborhood and Merchants Associations, also AACS participants, to coordinate cleanups and offer extra incentives for volunteer participation. Over four cleanups, volunteers contributed 140 hours to pick up 61 bags of litter.
Keep Charlotte Beautiful

Celebrating 45 Years!