



HOUSING & NEIGHBORHOOD SERVICES



ANNUAL REPORT



2022
FISCAL YEAR

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INTRODUCTION

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 residents, 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 residents 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, 2022 were:

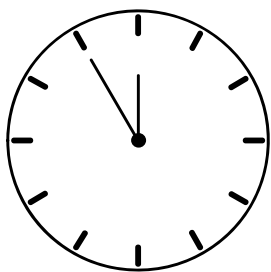
ROLE	NAME(S)
City Staff	Jonathan Hill (Executive Director), Laura Frazier (AmeriCorps Service Member)
Chair	Martin Doss
Secretary	Linda DiTroia
Committee Member	Allison Lavallee, Caroline Sawyer, Casey Brewer, Christian Behrens, Edebierto Torres, Felicia McKoy, Irlanda Ruiz, Kyle Coulom, Lily Taylor, Nicole Mendes, Octavia Arthur, Qnubia Umazar, Robert Martin, Sharon Pearson, and Thanh Vu,



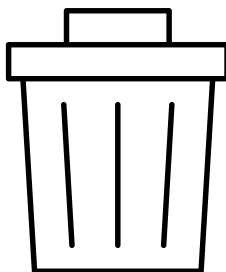
ANNUAL PROGRAMS

ADOPT A CITY STREET (AACS) PROGRAM

KCB Staff manages the Adopt-a-City-Street program, an 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.



3,600 BAGS
COLLECTED



9,900 VOLUNTEER
HOURS

This year saw Adopt a Street participation bounce back since the start of the pandemic. Over 400 groups contributed almost 10,000 hours in picking up over 3,600 bags of litter throughout the city. This marks a 51% increase in volunteer hours and a 44% increase in the number of bags collected from KCB's previous records, set in FY19. New volunteers adopted an additional 103 miles of road throughout the city.



VOLUNTEER APPRECIATION

In June, Keep Charlotte Beautiful hosted a volunteer appreciation event for its Adopt a Street volunteers for the first time since the pandemic. KCB presented the following awards at the event:

- The Litter Lynx Award went to F3 Highlands for the most volunteer hours contributed as a new group
- The Community Engagement Award went to Shawn Carrington for the most groups recruited into the Adopt a Street program
- The Volunteerism Award went to Lois Heebner for the most cleanups conducted during the fiscal year
- The Golden Grabber Award went to Kidz that Care for best all-around group for FY22.



418 ACTIVE
STREET
ADOTPTIONS



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.

LITTER INDEX COMPARISONS BY DISTRICT, 2017-2022

Year	Dist. 1	Dist. 2	Dist. 3	Dist. 4	Dist. 5	Dist. 6	Dist. 7	Total Overall	% Change Over Previous Year
2017	1.83	1.7	1.65	1.77	1.93	1.2	1.28	1.62	-10%
2018	1.97	2.0	2.0	1.6	1.85	1.5	1.3	1.75	8.2%
2019	1.8	2.15	1.95	2.3	1.9	1.4	1.23	1.82	1.1%
2020	1.9	1.85	1.3	2.0	2.3	1.85	1.5	1.81	-0.24%
2021	1.77	2.35	1.85	2.0	2.15	1.3	1.45	1.81	-0.24%
2022	1.35	1.55	1.15	2.05	1.55	1.25	1.3	1.46	-20.75%
% Change 2021-22	23.73% Decrease	34.04% Decrease	37.84% Decrease	2.5% Increase	27.91% Decrease	3.85% Decrease	10.34% Decrease	20.75% Decrease	

COMMUNITY GRANTS



KCB Beautification Grant

KCB awards up to \$5,000 each year to neighborhoods, schools, and/or non-profit organizations for community beautification projects. In FY22, KCB received 29 Letters of Intent (LOI's). This year's grant went to Greenville Memorial AME Zion Church. This organization used the funds to convert part of their property into a community garden for neighborhood use. The project culminated in a community day on the property in late June.

This spring, Keep Charlotte Beautiful awarded beautification microgrants to 14 different organizations. This year, applicants could request up to \$750 for projects related to beautification and up to \$1000 for projects related to waste reduction and litter prevention. These grants were awarded to a diverse group of nonprofits and public sector organizations that spanned council districts 1, 2, 3, 4, 5, and 7. Projects include a mural at East Mecklenburg High School, waste receptacles for a neighborhood commons in west Charlotte, pollinator gardens in Seversville, and much more.

Before:



After:



Greenville Memorial AME Zion Church's completed community garden project.

QUARTERLY CLEANUP SERIES

This year, Keep Charlotte Beautiful transferred its street adoption along Central Avenue to the Plaza Midwood Merchants' Association. Instead of focusing its attention on one street, the board developed a rotating schedule around priority streets in each of the Community Engagement Division's Service Areas. This fiscal year's cleanups took place along Freedom Drive, Nations Ford Road, Monroe Road, and North Tryon Street. These events drew dozens of neighborhood and community partners. Collectively, volunteers contributed over 120 hours in picking up 80 bags of trash between these four cleanups. Starting in Fiscal Year 2023, Keep Charlotte Beautiful is partnering with Charlotte Solid Waste Services and Envision Charlotte to expand the cleanups to multiple streets each quarter.



AMERICA RECYCLES DAY

America Recycles Day (ARD) is a Keep America Beautiful national program that is dedicated to promoting and celebrating recycling in the United States. To celebrate this year's ARD, KCB presented a webinar titled, 'Recycling During Covid-19: Impacts and Solutions' featuring a panel of recycling professionals from City, County, and nonprofit recycling initiatives. This discussion allowed for leaders to express the challenges that the local recycling industry faced during the pandemic, such as higher rates of improper recycling by residents, and discuss solutions such as increased education and specialized recycling sorting at the Innovation Barn. To engage KCB's social media audience with recycling best practices around ARD, staff created a series of 'This or That' [Instagram](#) stories that gave people the chance to test their recycling knowledge and learn from wrong answers. This promoted recycling education for residents in Mecklenburg County and expanded the program's social media engagement with residents.

GREAT AMERICAN CLEANUP

The Great American Cleanup (GAC) is a national initiative, organized by Keep America Beautiful, that encourages affiliates to conduct litter pickups and beautification events from March to May of each year. KCB's GAC subcommittee worked hard to initiate, plan, and implement a committee-run beautification event to benefit a local elementary school's outdoor learning space after the transition from virtual to in-person learning.

To obtain the tools necessary for the project, KCB partnered with Charlotte ToolBank, a local nonprofit tool lending program. The GAC committee designed a project that would not only be rewarding for the volunteers involved, but one that would provide a lasting positive impact for the students, staff, and families of Tuckaseegee Elementary.

KCB's 2022 GAC event took place on April 9th on Tuckaseegee Elementary School's campus. The school's principal, Mr. Hicks, kicked off the event by expressing gratitude for those who came out to support their school. With the help of a group of over fifty volunteers that included board members, school staff, students, and community members, KCB was able to plant a native pollinator garden, stain a pergola, install and stain new picnic tables, spread mulch, clean up vegetable and herb raised beds, haul off large debris, and clean up litter. The end result was a beautiful and sustainable outdoor teaching space that will provide students with a place to enjoy the rich benefits of nature while growing in their knowledge.





FISCAL YEAR 2022 HIGHLIGHTS



INTERGOVERNMENTAL PARTNERSHIPS

Keep Charlotte Beautiful frequently partners with Charlotte-Mecklenburg Storm Water Services and Mecklenburg County Park and Recreation to host cleanup events, and this year was no exception. Through 13 joint cleanups events on both streets, streams, and parks (and sometimes all three), volunteers contributed over 800 hours and picked up over 500 bags of trash. Of note are the newly founded tradition of 'Keep Metropolitan Beautiful' cleanups. In partnership with the Northwood Office, Storm Water Services and Keep Charlotte Beautiful host cleanups every April, July, and October in the streets and streams near Uptown. These events draw close to one hundred volunteers, and partnering together helps Keep Charlotte Beautiful ensure that volunteers are spread out and able to clean up efficiently. The future of these partnerships looks bright for 2023: in July alone, staff have three joint cleanup events scheduled with over 250 volunteers registered.





PICK UP WITH PUPS



In addition to Storm Water Services and Park and Recreation, Keep Charlotte Beautiful also initiated a partnership with Charlotte Mecklenburg Police Department's Animal Control Unit. In June, KCB, Animal Control, and Mecklenburg County Park and Recreation initiated 'Pick up with Pups' events. Thirty volunteers signed up to help either pick up litter or walk dogs hosted by Animal Control's shelter. All dogs at the event were also available for adoption. While no dogs were adopted during the first cleanup, the outdoors time and extra volunteer staff were welcomed by CMPD. Volunteers ultimately picked up over 30 bags of trash between Cordelia Park and Alexander Street Park. Plans are in the works to host another of these events in October 2022.



30

TOTAL NUMBER OF
VOLUNTEERS

600

POUNDS OF LITTER
COLLECTED

5

ADOPTABLE DOGS
GIVEN VALUABLE
SOCIAL TIME



AmeriCorps

2021-22 SERVICE MEMBER: LAURA FRAZIER

To increase the capacity of KCB to engage in the community and educate the public, the program hosted an AmeriCorps Service Member from September 2021 through July 2022. AmeriCorps is a national service program designed to support environmental education, stewardship and outreach that builds bridges between conservation organizations and the local communities they seek to serve.

One of their most important responsibilities is the development and implementation of environmental education lessons in Charlotte-Mecklenburg schools. Laura developed six K-5 waste reduction and community greening lessons that facilitated hands-on learning as CMS students transitioned back into the classroom in FY22. Outside of the classroom, Laura reached over 500 residents through community education at numerous tabling events, Laura also increased capacity in the Adopt-A-Street program and worked strategically to increase Keep Charlotte Beautiful's social media following by an average of 32.8 percent across all platforms, allowing community members to learn more about how to get involved in KCB's programs.



JOIN THE EFFORT

This report highlights many of the achievements of Keep Charlotte Beautiful's board and staff in FY22. To learn more about how everyday residents can be a part of KCB programming, contact kcb@charlottenc.gov. Keep Charlotte Beautiful is also on [Facebook](#) @keepcharlottebeautiful and [Twitter](#) and [Instagram](#) @kcb_clt.