

Keep Charlotte Beautiful

2007 Annual Report

Who We Are

Founded in 1974, Keep Charlotte Beautiful (KCB) is one of the nation's first Keep America Beautiful affiliates. KCB aligns its mission with that of Keep America Beautiful, which is "Engaging individuals to take greater responsibility for improving their community environments." The committee works closely with neighborhood organizations and homeowners' groups, as well as with area businesses, schools and local governments, to make Charlotte neighborhoods a cleaner, safer and more desirable place to live.

KCB is comprised of 20 volunteers appointed by the Mayor and City Council, who develop and maintain programs that help Charlotte continue to be a clean and attractive place in which to work, live and play.

Members:

Gregory Phipps - Chair	Eugene Goldberg
Chris Scheppegegrell - Co-Chair	Bruce Hammerman
Wendy Gigante - Executive Director	Shaun Kruse
Elissa Gilleland - Board Secretary	Darryl Parker
Sheridan Bell	Tina Stavrakas
Jerry Black	Thomas Uhler
Kevin Brown	Alyson Wheeler
Delores Holbrook Dixon	

KCB also acts as a liaison between city services, county services, neighborhood representatives and other local organizations interested in environmental issues. Our members develop, organize and participate in environmental cleanup and beautification projects in partnership with groups and businesses, such as Charlotte Green, Sherwin-Williams Paint, Waste Management Inc., City of Charlotte Solid Waste Services, Charlotte-Mecklenburg Police Department and Mecklenburg County Sheriff's Department.

"Everyone has a stake in Keeping Charlotte Beautiful," says Gregory Phipps, KCB Chairperson. "We need all hands on deck, and I hope that this annual report will raise awareness and generate even more community participation."

The City of Charlotte's Neighborhood Development Department provides administrative and staff support to the KCB Committee. This interactive relationship helps us maintain a high level of involvement in neighborhood clean-up campaigns, waste management programs, police department litter stings and other Neighborhood Development issues.

What We Do

KCB has a diverse resume, including:

- Promoting partnerships among citizens, private organizations and government agencies to ensure a clean and healthy environment.
- Supporting the development and implementation of environmental and health-related ordinances.
- Initiating and promoting recycling programs throughout Charlotte.
- Sponsoring programs that help promote a clean, healthy and safe community.
- Encouraging community participation in neighborhood cleanups.
- Assisting community organizations and residents by linking them with government services, in order to help strengthen neighborhoods.
- Partnering with other agencies having similar goals and objectives.



2007 Activities

ADOPT-A-NEIGHBORHOOD

Each year a neighborhood is adopted to partner with KCB on intensive community improvement projects. In Fiscal Year 2007, KCB held two events at in the Biddleville-Smallwood neighborhood. At the first, residents and KCB volunteers painted the neighborhood's community house. Neighborhood residents, KCB volunteers, and Charlotte Solid Waste Services met a second time to landscape the community house yard and clean up several littered and overgrown lots.

ADOPT-A-STREET

Charlotte streets may be adopted by neighborhood associations, citizen groups and organizations concerned with keeping litter and illegal signs out of sight. KCB coordinates with Charlotte Department of Transportation to erect street signs bearing the adopting organization or group name when a mile or more of a street is adopted. The participating organization or group is asked to perform a clean up of the adopted street once every quarter. To date, 122 Charlotte streets are wholly or partially adopted.

SIGN SWEEPS

KCB held three sign sweeps this year to help rid Charlotte's streets of unsightly temporary signs that were also in violation of Charlotte's Sign Ordinance. In conjunction with Code Enforcement, 7,986 signs were collected in the three sweeps where they participated with Code this fiscal year, including October 18, April 14 and June 19.

GRAFFITI CLEAN-UP

KCB partnered with St. John's Episcopal Church this year to paint over graffiti in the Seneca Place/Foxcroft neighborhoods. They held a second graffiti event at N. Tryon Street.



LITTER PREVENTION

Each year, KCB coordinates an assessment of Charlotte's litter prevention and clean up efforts. The Litter Index scores the degree of visual litter at 70 locations throughout the city. The same locations are scored each year to determine trends over time. The scores are tallied and distributed to the media so citizens and government agencies may be aware of how the status of litter in Charlotte has changed.



Charlotte's overall score with the KCB Litter Index improved for 2007 with a score of 1.85, compared to 2.04 in 2006. Every March, KCB surveys designated locations in Charlotte, rating them according to the amount of visually apparent litter.

The scale used in the survey includes:

- 1 = Virtually no litter.
- 2 = Slightly Littered - A small amount is apparent that one or two persons could easily pick up.
- 3 = Littered - Visible litter is readily seen and would require an organized effort to remove it.
- 4 = Heavily Littered - A continuous amount of litter is one of the first things noticed. This may include dumpsites that would require special equipment and additional manpower to remove.

KCB also sponsored and participated in a Litter Sting with Charlotte-Mecklenburg Police. Volunteers rode with officers in the HITS Unit. On the day of the Sting, Officers issued 18 citations for littering. Through coordination with Mecklenburg County Sheriff's Department, 15 illegal dumpsites were cleaned up.

Get Involved

If you are interested in getting involved in programs designed to keep Charlotte clean and beautiful, contact us.

Keep Charlotte Beautiful

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