

2009 Annual Report



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 in partnership with neighborhoods, area businesses, schools and local government to make Charlotte neighborhoods a cleaner, safer and more desirable place to live.

The City of Charlotte's Neighborhood & Business Services Department provides administrative and staff support to the KCB Committee. This collaborative relationship helps us maintain a high level of involvement within Charlotte communities.

Who KCB Is

KCB is comprised of 20 volunteers appointed by the Mayor and City Council. Committee members develop and maintain programs that clean-up illegal dump sites and graffiti, beautify Charlotte neighborhoods, prevent litter, improve recycling awareness, organize volunteers and help Charlotte citizens become involved in improving their environments.

The Committee takes a hands-on approach to its work, and members actively participate in these programs with volunteers.

What KCB Does

KCB Committee has a diverse set of programs that together:

- Promote partnerships among citizens, private organizations and government agencies to ensure a clean and healthy environment.
- Support the development and implementation of environmental and health-related ordinances.
- Initiate and promote recycling programs, as well as sponsor programs that help promote a clean, healthy and safe community.
- Encourage community participation in neighborhood cleanups.
- Assist community organizations and residents by linking them with government services in order to help strengthen neighborhoods.
- Partner with organizations having similar goals and objectives.

KCB Committee Members

Walter C. Abernethy, City Staff Member
Sheridan Bell, Committee Member
Kevin Brown, Committee Member
Amy Clipston, City Staff Member
Adria Collis, City Staff Member
Charita Curtis, City Staff Member
Sara Downing, Committee Member
Wendy Gigante, Executive Director
Elissa R. Gilleland, City Staff Member
Rosemary J. Hall, Committee Member
Frederick B. (Bruce) Hammermann, Chairman
Alyson Higgins, Committee Member
Delores Holbrook Dixon, Committee Member
Mary F. Johnson, Committee Member
Dean Pawlowski, Committee Member
Gregory Alex Phipps, Committee Member (Ex Officio)
Charles Prendergast, Committee Member
Don Robinson, City Staff Member
Henri Rumph, Committee Member
Stephen P. Scott, Committee Member
Stephanie M. Stenglein, Committee Member





2009 Program Activities

Adopt-A-City Neighborhood

Each year, a neighborhood is adopted to partner with KCB on a focused community improvement project. Adopt-A-City Neighborhood subcommittee members solicit applications from prospective neighborhoods, interview community

leaders and choose the adopted neighborhood based on such factors as association strength, citizen involvement and commitment to maintain community improvements once they are completed.

In 2009, KCB continued their partnership with the Camp Greene neighborhood. In May,

committee members, neighborhood volunteers and business volunteers from Aramark developed and built a paved reading garden next to the neighborhood's historic Dowd House.



Adopt-A-City Street

Charlotte streets may be adopted through KCB by neighborhood associations, businesses and other organizations or individuals concerned with keeping litter and illegal signs out of sight. Any section or length of a City street may be adopted. KCB coordinates with Charlotte Department of Transportation to erect street signs bearing the group's 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, 105 streets are wholly or partially adopted.

In 2009, the Adopt-A-City Street subcommittee developed and implemented an on-line adoption application system. This system significantly simplifies and speeds up the adoption process. The system features a map that will indicate which streets are already adopted and which ones are available to be adopted with the touch of the cursor. Applications may be submitted and approved online. (*Go to neighborhoods.charmeck.org and click on the KCB logo at the bottom of the screen.*) The system will also help committee members stay better in touch with volunteers.

Recycling Awareness

Recycling subcommittee members of KCB work to increase awareness of the importance of recycling and develop and promote recycling programs.

In 2009, the recycling subcommittee held a successful art contest for Charlotte-Mecklenburg High School students. Students were challenged to create sculptures entirely from recyclable materials. The students who created the winning sculptures received certificates of accomplishment, and their schools received a cash award. Winners this year were:

- First Place (\$100) - Butler High School
- Second Place (\$75) - International Studies School at Garringer High School
- Third Place (\$50) - Butler High School

Litter Prevention and Abatement

Each year, KCB coordinates an assessment of Charlotte's litter prevention and cleanup efforts. The Litter Index scores the degree of visual litter at 70 locations throughout the City. The locations surveyed are the same from year to year in order to measure trends through time. Locations are diverse and include interstate ramps and bridges, schools, restaurants, city streets, shopping centers, county parks, business parks and other areas around Charlotte. The scores are tallied and averaged for each political district and for the City overall. The lower the index score, the better.

The scale used is:

- 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.

Charlotte's overall score in 2009 was 1.7. That compares with 1.63 in 2008, 1.85 in 2007 and 2.04 in 2006. Keep America Beautiful strongly supports the Litter Index. All affiliates must perform an annual Litter Index to remain in good standing.

With help from the City's Solid Waste Special Services Division, the Mecklenburg County Sheriff's Department and Mecklenburg County inmates, KCB coordinated the

cont'd on page 3



cont'd from page 2

clean-up of 16 illegal dump sites. More than 200,000 tons of debris were removed from these locations.

KCB partnered with Code Enforcement officials in pulling signs illegally posted in City right-of-ways. These signs not only contribute to visual blight in Charlotte but can both distract and endanger drivers by impairing their ability to see oncoming traffic. Changes to the City's sign ordinance in January 2008 significantly broadened the scope of responsibility and penalties for violators.



Other 2009 Activity Highlights

- In September 2009, KCB conducted a Saturday environmental lesson for members of Jack and Jill, Inc. Children and parents learned what plants need to stay healthy. They created their own flowerbed and were given a potted plant of their own to take care of.
- In November 2008, KCB partnered with members of Phi Theta Kappa of Central Piedmont Community College to beautify several neighborhood entranceways. Phi Theta Kappa Honor Society is also a national partner of Keep America Beautiful.

Get Involved

If you are interested in getting involved in programs designed to keep Charlotte clean and beautiful, or in volunteering at a KCB event, please contact us.

Keep Charlotte Beautiful

600 E. Trade Street
Charlotte, NC 28202-2857
Phone: 704-336-6399
Fax: 704-336-8015
Email: KCB@ci.charlotte.nc.us

