

KEEP CHARLESTON BEAUTIFUL

2021 ANNUAL SUMMARY



KEEP CHARLESTON
BEAUTIFUL

21

Keep Charleston Beautiful is an affiliate of the national organization, Keep America Beautiful. Its mission is to create a cleaner, greener, more beautiful Charleston through its guiding principles of education, awareness and community engagement. Efforts in litter prevention and removal, waste reduction, recycling, beautification and community greening result in cleaner, greener, safer, and more beautiful public spaces throughout the City of Charleston.

Keep Charleston Beautiful works with thousands of volunteers annually in activities that encourage behavior changes among our community members, stewardship for the environment, and care for the community overall.



Keep Charleston Beautiful has been working for 44 years to manage programs that engage volunteers and help create a clean, green, and beautiful community for all. As the Affiliate Director, my passion is helping citizens develop pride in the place they call home and for those they share it with. Everything we do at KCB – a litter cleanup, planting trees, building a community garden, encouraging recycling, educating the next generation of community stewards – is all powered by volunteers who support our programs and our mission. None of it could be achieved without the collective help from our community members and visitors.

Thanks to you, over the past year we have cleaned and beautified more than 10,500 acres of our City's public spaces. Citizens have created connections with each other, young stewards have been inspired, and awareness has been raised about novel types of pollution. Everything we accomplish is possible because of your support! Our community has been enhanced in countless ways because of it. Thank you to everyone who played a part in 2021!

- Jamie Gillette

Affiliate Director, Keep Charleston Beautiful

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A Look Back At A Few Things You Helped Us Accomplish in 2021



January

- Charleston Southern student athletes clean up litter in the Rosemont Neighborhood



February

- Charleston Brewery District kicks off monthly litter sweep series at local breweries



March

- Logan Murray coordinates students at School of the Arts to clean up litter along Hwy 7



April

- Volunteers from ArtPot help clean up litter from roads on Johns Island



May

- The Ocean ActKIDvists organize a fundraiser & give away DIY Litter Cleanup Kits on James Island



June

- Maryville-Ashleyville Neighborhood residents coordinate a litter cleanup

A Look Back At A Few Things You Helped Us Accomplish in 2021



July

- James Island Presbyterian Youth Group conducts garden workday at the Butterfly Book Nook Pollinator Garden



August

- Synovus Bank employees clean up litter throughout the downtown Historic District



September

- Students at Oak Grove Montessori School learn about waste responsibility and the harmful impacts of littering



October

- Visitors from the Kansas City Chamber of Commerce help clean up and beautify the peninsula



November

- Obviouslee Marketing employees conduct graffiti abatement projects for TUW Days of Caring



December

- Light The Lake event diverts compost & recyclables from landfill with Keep Charleston Beautiful's Lend-A-Bin services

— OUR HISTORY —

Since 1977, Keep Charleston Beautiful, originally called the Clean City Commission, has been working to maintain the beauty of the Charleston area. A clean Charleston is a visible demonstration of the pride that area residents take in their community. Keep Charleston Beautiful is part of the City of Charleston Parks Department and is staffed by one full-time Affiliate Director. A Board of Directors supports and helps guide the organization.

— OUR MISSION —

To promote the cleanliness and beautification of the City of Charleston through education, public awareness, and community involvement.

Why Volunteer?

Keep Charleston Beautiful works annually to bring together almost 2000 individuals to invest their time in creating better communities. The results from our 2021 programs, as you'll see in these pages, are truly amazing. Each year in our city, an incredible number of people willingly sacrifice their treasured weekend mornings. Instead of a leisurely cup of coffee on the patio, they fill a thermos, don work gloves and sturdy boots, and set out purposefully for a day of hard work.

As they begin their day, most probably don't give a thought to a larger purpose, to the philosophy or deeper meanings of community service. And why should they when there's a task to accomplish? But there is a greater value here – and a deeper meaning – that can't be relayed by the results alone.

When they first arrive at the park, school campus, overpass, or riverfront marsh, volunteers quickly realize that they are not alone. Joining them are tens, or dozens of others. Some familiar faces, some not. Together, they get their assignments and set off to work, side by side. By the end of the event, they will have accepted a challenge, flexed their muscles, and ultimately succeeded together.

Especially in today's times, as many of our communities struggle with budgets and a myriad of pandemic side effects, this work is ever more important. Certainly volunteerism has dollars-and-cents value, but there is an even greater value in volunteerism that can't be reduced to a balance sheet. Keep Charleston Beautiful's mission is to engage individuals in the environment and the community improvement process. Why? When people unite, they find common identity in their shared values. They agree on a need and a goal, and a way to achieve it. They understand, maybe for the first time, that the whole of the community is greater than the sum of its parts. Greener communities are more vibrant places, with more engaged citizens, more active local economies, higher property values, healthier environments, and improved public safety. They are better places for living.

At Keep Charleston Beautiful, we think that spirit is at the heart of our society, and is what makes Charleston truly great. It is definitely a powerful force. Whatever our differences – age, nationality, physical ability, political persuasion – none of them really matter when we're working together. A community, like our environment, is a shared space. This book captures the numbers – the tons of litter removed and acres of public spaces cleaned. It demonstrates the growing enthusiasm around sustainability and waste reduction. But no report could ever convey the essence of what it means to give your all to your community. For that, you will have to get involved. You'll have to come take part.

(Adapted from Keep America Beautiful's Former President and Vice President)





Litter Reduction & Cleanup

Litter Reduction & Cleanup: Community Involvement

Keep Charleston Beautiful (KCB) works year round to facilitate litter cleanup events with volunteer groups of all sizes. Volunteers help remove litter from roadways, parks, and marsh areas throughout the City of Charleston, focusing on five main geographical regions—Daniel Island, James Island, Johns Island, the Peninsula, and West Ashley. KCB staff helps to plan and promote the event, recruit volunteers, provide volunteer supplies, and haul away collected litter at the event's conclusion. Keep Charleston Beautiful also occasionally lends cleanup supplies to volunteer groups working outside the City of Charleston. Cleanup supplies are provided via grant funding from PalmettoPride's 2021 Keep South Carolina Beautiful Grant, as well as in-kind donations.



2021 Impacts: Litter Cleanups



114 Public
Spaces Cleaned



1,559 Volunteers
Activated



10,256 Acres
Cleaned



3,268 Volunteer
Service Hours



39,811 Lbs
of Litter



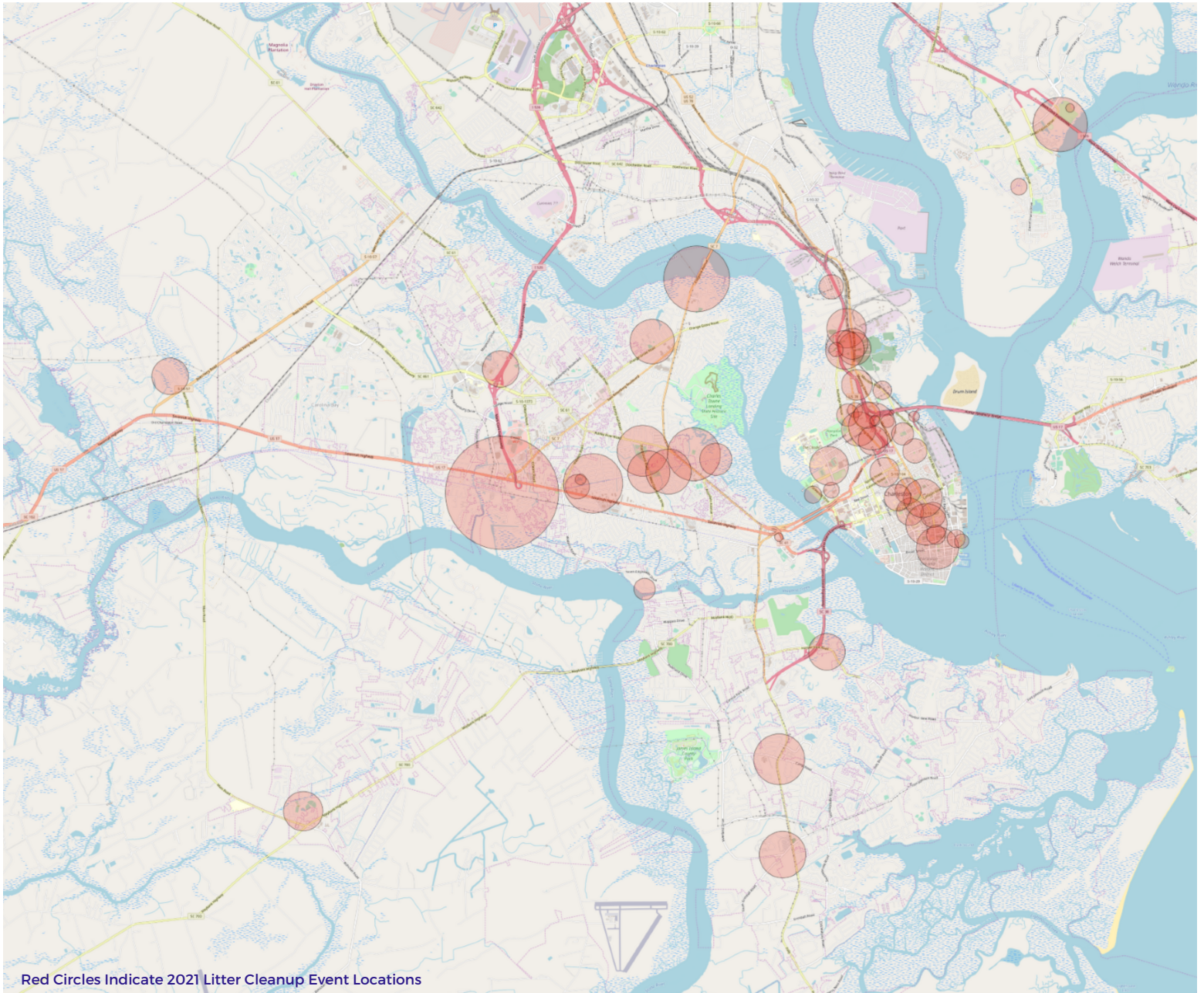
\$83,236
Volunteer Value



In addition to episodic cleanup events, Keep Charleston Beautiful (KCB) helps coordinate and assist with annual litter cleanup events as well, like Beach Sweep River Sweep, Earth Day, and the Great American Cleanup.

For Earth Day in April 2021, KCB collaborated with Charleston Waterkeeper and the Charleston Parks Conservancy to host a joint litter cleanup effort along the Bikeway and Greenway paths in West Ashley. Over 1,647 pounds of litter was collected during this one day event. In September 2021, KCB assisted with debris removal for Beach Sweep River Sweep, a state wide event hosted by SCDNR and the SC Sea Grant Consortium. In the Charleston area, KCB assisted with events taking place at Waterfront Park, Gadsden Creek, Newmarket Creek, and the Ashley River Memorial Bridge. The Great American Cleanup is a Keep America Beautiful initiative that takes place each year from March through June. The national event organizes millions of volunteers in locally-directed activities that encourage stewardship for the environment and care for the community. In Charleston, KCB hosts its Clean Cities Sweep event as part of the Great American Cleanup. In 2021, KCB offered DIY Litter Cleanup Kits as an initiative of the Clean Cities Sweep event (more on page 14).

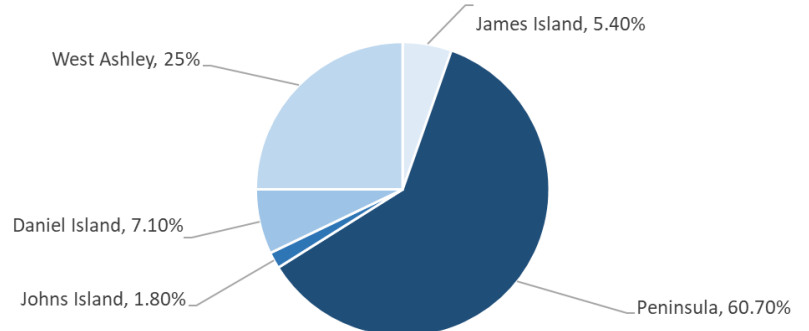
Litter Reduction & Cleanup: Community Involvement



Total Litter Cleanup Events: 83

Daniel Island	7.1%
James Island	5.4%
Johns Island	1.8%
Peninsula	60.7%
West Ashley	25%

2021 Cleanup Event Distribution by Geographical Area



Litter Reduction & Cleanup: DIY Litter Cleanup Kits



Keep America Beautiful's Great American Cleanup takes place each year, from March until June. As a local form of participation in this event, Keep Charleston Beautiful hosts its Clean Cities Sweep event annually during the same time frame. Clean Cities Sweep is a call to action for citizens to plan and implement litter cleanups or beautification projects within their community. Community or school groups who register eligible projects receive assistance in the form of supplies from Keep Charleston Beautiful. With COVID impacting the scale at which large group events could take place in 2021, KCB adapted its Clean Cities Sweep Event to better accommodate individuals and small family groups. DIY Litter Cleanup Kits were created, and could be requested from KCB via an online form.

The DIY Litter Cleanup Kits, as well as the Clean Cities Sweep event overall, encourage citizens that being "green" begins at the grassroots. It begins with the actions of individuals, and can demonstrate that great movements begin with small actions.

The kits included visibility vests, reusable gloves, trash grabbers, trash bags, a blue bucket for recyclables, informational flyer, data report card, and the volunteer's choice of KCB swag (t-shirt, tote bag, tumbler, or pint glass). Many volunteers chose to continue their cleanup efforts even after the Clean Cities Sweep event had concluded. DIY Litter Cleanup Kits will continue to be offered in 2022.

THE GREAT AMERICAN CLEANUP BEGINS MARCH 20TH!

This year, Keep Charleston Beautiful is launching our DIY Cleanup Kits. These kits are tailored for individuals or families to use on a regular basis, for small scale cleanup efforts. City of Charleston residents can request a kit via our online form!



KEEP
CHARLESTON
BEAUTIFUL

2021 Impacts: DIY Litter Cleanup Kits



29 Public
Spaces Cleaned



35 Volunteers
Activated



64 Acres
Cleaned



105 Hours of
Volunteer Service



2,4078 Lbs
of Litter



\$83,236
Volunteer Value

Litter Reduction & Cleanup: Neighborhood Spotlight

In 2019, members of the Eastside Neighborhood on the Charleston Peninsula came together in an effort to eradicate the presence of litter throughout their neighborhood. They formed a neighborhood task group focused on litter, and decided to host monthly litter cleanup events, with the help of Keep Charleston Beautiful.

The Second Saturday at Simmons Sweep hasn't missed a beat throughout 2021, with residents picking up over 2,640 pounds of litter over the course of the year. The monthly cleanup efforts have been ongoing, but it is important to note that the annual total pounds of litter collected by volunteers decreased by more than 35% in 2021 (when compared to the 2019 totals), showing that these cleanups are reducing the occurrence of littering in the neighborhood. Keep Charleston Beautiful would like to recognize the efforts of the Eastside Neighborhood residents and their continued efforts to help beautify their community.

2,640
Lbs of litter



Litter Reduction & Cleanup: Partnership Spotlight



At the beginning of 2021, the Charleston Brewery District, composed of numerous Charleston Breweries, decided to initiate monthly cleanup events, with the assistance of Keep Charleston Beautiful. The cleanup events were held at different rotating brewery locations each month, with KCB providing the necessary litter cleanup supplies. The participating breweries included Tradesman Brewing, Fatty's Beer Works, Munkle Brewing, Edmund's Oast Brewery, Cooper River Brewing, Palmetto Brewing, Lofi Brewery, Baker and Brewer, Revelry, and Brewlab Charleston. All breweries agreed to provide volunteers of age one free beer for participating in the cleanup.

The cleanup events took a brief hiatus during the summer months, due to a combination of the later start time of the events and the brutal Charleston heat. Cleanups resumed in October, and have continued regularly into 2022. In total, 120 volunteers participated in 2021, collecting over 4,200 pounds of litter from the roadways, public spaces, and neighborhoods surrounding the breweries. Keep Charleston Beautiful commends the efforts of the Charleston Brewery District and their volunteers.

4,208 Lbs of litter



Litter Reduction & Cleanup: Event Spotlight

For Halloween in 2021, Keep Charleston Beautiful hosted a Zombie themed litter cleanup for volunteers. The 2021 event was inaugural, but KCB hopes to host such an event annually. The Zombie Litter Crawl took place along the Lowcountry Lowline recreational pathway, which runs parallel and slightly beneath the I-26 corridor, spanning nearly 2 miles. The linear pathway was the perfect location for the undead volunteers to crawl, stagger, and stumble their way along the Charleston Peninsula, picking up litter as they went. Everyone who's watched a horror movie before knows that zombies just truly want to hunt for brains, so KCB staff made sure to hide a brain somewhere in the cleanup area (3D printed, not a real one of course!).

There were prizes given out for best zombie costume, as well as a prize for the lucky volunteer who came across our hidden brain. The youngest group of volunteers (pictured below) were the first to find the hidden brain. They seemed to have mixed emotions about the fake blood. Keep an eye out for the 2022 Zombie Litter Crawl, when the zombies awaken again to hunt for litter... and brains.



Litter Reduction & Cleanup: Awareness Efforts



This past year, Keep Charleston Beautiful partnered with the Ocean ActKIDvists Group for an awareness event on James Island. The event doubled as a cleanup supply giveaway and fundraiser for the organization, supporting the efforts of this young group of activists. The Ocean ActKIDvists are a group of youth from James Island who have stepped up to raise awareness about the importance of environmental conservation and stewardship. They have made strides in reducing the public's dependence on single-use plastics, have hosted numerous litter cleanup events around the island, and are educating their fellow youth. Keep Charleston Beautiful was thrilled to be able to partner with this great group of kids to raise awareness about the impacts of litter.

In addition to the Ocean ActKIDvists tabling event on James Island, Keep Charleston Beautiful (KCB) also spoke to participants of the Kiwanis Club of Charleston. KCB makes an effort to host informational tables at various events throughout the year. However, these types of events have diminished drastically in 2021 due to the pandemic. Prior to this, KCB was speaking to citizens at Volunteer Fairs through MUSC, the College of Charleston, the Citadel, and the Lowcountry Senior Center. While the community involvement component of KCB programming is beneficial, tabling and outreach events offer a vital opportunity for people to gain awareness about novel types of pollution, their personal impacts, and ways to get involved.

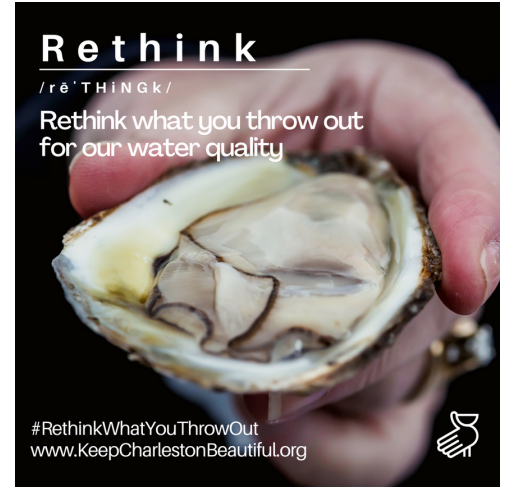


6 "No Littering" Signs Installed

Keep Charleston Beautiful installed six "no littering" signs throughout the City of Charleston in 2021. Signs were placed on posts around White Point Garden and along Meeting Street near Marion Square Park. These signs help raise awareness about the importance of citizens properly disposing of their waste and making sure it is placed in appropriate receptacles. These particular signs also feature the City of Charleston ordinance pertaining to littering laws and the associated fines.

Litter Reduction & Cleanup: Awareness Efforts

In 2021, Keep Charleston Beautiful launched a social media campaign to raise awareness about litter. Adapted from Keep Georgia Beautiful's "Reconsider Litter" campaign, the "Rethink" campaign encourages Charleston residents and visitors to "rethink what they throw out." The posts feature a variety of vital and locally relevant reasons to reconsider the act of littering - for the cleanliness of our waterways, the health of our wildlife and our residents, and the beauty of our public parks and beaches.



Litter Reduction & Cleanup: Awareness Efforts

The Cigarette Litter Prevention Program is an initiative of Keep America Beautiful, which was created back in 2002.

IN THE 2020 KAB NATIONAL LITTER STUDY, 9 OUT OF 10 LITTERED ITEMS COUNTED WERE 4" AND LESS, WITH CIGARETTE BUTTS BEING THE NUMBER ONE LITTERED ITEM IN THIS CATEGORY, ACCOUNTING FOR 9.7 BILLION BUTTS COUNTED ON ANY GIVEN DAY IN THE U.S.

According to KAB, an effective local Cigarette Litter Prevention Program includes four proven, field-tested strategies for reducing cigarette butt litter:

- Review local litter laws and support enforcement
- Raise awareness about the issue of proper cigarette butt disposal using messaging and marketing campaigns
- Place butt receptacles at transition points to non-smoking areas like beaches, hospitals, or public parks
- Distribute pocket or portable ashtrays to adult smokers

Keep Charleston Beautiful provides free pocket ashtrays and cup holder ashtrays for smokers to utilize while driving or while out in public spaces. While smoking is banned in most public areas, this still provides a convenient method for smokers to dispose of cigarette butts properly.



Litter Reduction & Cleanup: Education Efforts

June 6th, 2021 was National Secure Your Load Day. According to data from the National Highway Traffic Safety Administration, as a nation we spend up to \$11.5 billion on litter, and it is estimated that 20-40% of that litter comes from unsecured loads.

Keep Charleston Beautiful held multiple litter reduction education events in 2021, with a few focused on sharing knowledge about the importance of securing vehicular loads. Thanks to a generous donation from Keep South Carolina Beautiful and PalmettoPride, KCB was able to host giveaway events at the Charleston County Bees Ferry Convenience Center and the Charleston County Signal Point Convenience Center on James Island. KCB gave Charleston drivers useful items to help eradicate the issue of unsecured loads and the resulting roadway litter. Drivers could choose from truck bed litter collection buckets, heavy duty ratchet straps, cargo bungee nets, or large tarps with bungee straps. Keep Charleston Beautiful also made sure that drivers were given an informational brochure card featuring a checklist of tasks to help reduce roadway debris.

To help raise awareness about National Secure Your Load Day and its benefits in reducing roadway hazards, KCB created an educational blog post on the Friends of Keep Charleston Beautiful "Happenings" webpage. Posts were also pushed out via Instagram and Facebook to bring attention to National Secure Your Load Day and its important message.

Keep Charleston Beautiful
wants to remind you to

SECURE YOUR LOAD

Our checklist to reduce roadway debris

- **1. Have I overloaded my vehicle or trailer?**
Take multiple trips if necessary. Overloaded trucks and trailers are more likely to become unbalanced, unstable, or have debris fall off during transit. Keep material level with the truck bed or trailer unless tied down, netted or under a tarp.
- **2. Have I tied large objects directly to the vehicle?**
Large objects need to be secured directly to your vehicle. Stay away from winny straps. Buy heavy-duty ratchet straps and store them in your cab to protect them from moisture and sunlight.
- **3. Is the entire load secured at the back, sides and top with netting or straps?**
Use ratchet straps, cargo nets, or tarps. Make sure your netting or tarp is also securely attached. Remember that loads can move and settle during a journey, and restraints can loosen. If possible, recheck restraints shortly after beginning your trip.
- **4. Is there any chance something might fall or blow out of my vehicle?**
Even when hauling light loads, don't just throw it in the bed and hope it stays put. When possible, move smaller items inside the cab of the vehicle so they don't blow out.
- **5. What would happen to my load if I hit a bump, had to brake suddenly or was hit by another vehicle?**
Try to plan ahead for uncommon scenarios, like the possibility of being hit by another car or hitting a large pothole/bump.
- **6. Would I feel safe if I or my family were driving behind my secured load?**
Always secure your load as if everyone you love is driving in the car behind you.
- **7. Do you want a fine or jail time?**
Today, all 50 states have laws that make unsecured loads illegal, with fines that ranging up to \$5,000. For South Carolina laws regarding violations of ordinances in regards to secured loads, see SC Code Ann. 56-5-4100.

www.secureyourload.com



Litter Reduction & Cleanup: Education Efforts

Education programs are provided free of charge for all local schools. KCB's award winning outreach programs focus on teaching Charleston's youth to live litter-free lives and inspires volunteerism and waste responsibility within our young citizens.

The Clean City Clara Program is curated for elementary aged students, generally Kindergarten through Fourth Grade. Clara is the program's mascot—a litter prevention pelican who assists the KCB Education Coordinator in teaching students the importance of being responsible for their waste and never littering.

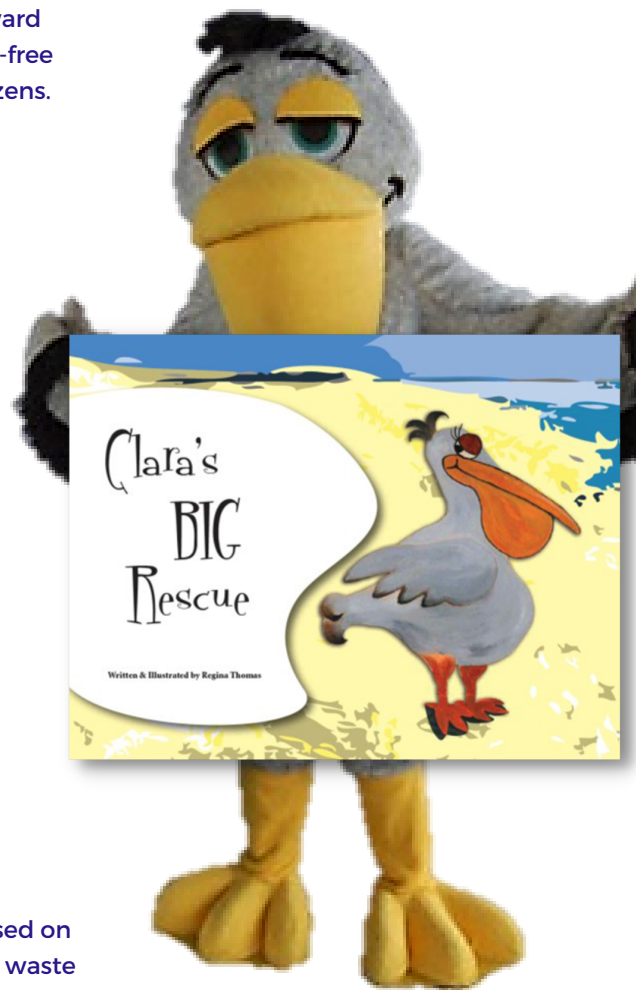
Through an interactive presentation, students help each other learn why litter is bad for the community and the environment. They also learn what they can do to help clean up and prevent litter. Clara helps everyone better understand how litter can impact pelicans and other wildlife. At the end of the program, Clara comes out one last time to lead everyone through the Kids' Club Pledge.

Clara's Pledge: "I promise not to litter. I promise to tell others not to litter. I promise to pick up litter, even if it's not mine."

The Talking Trash Education Program is curated for middle school students, generally Fifth through Eighth Grade. Acting as a sister program to Keep Charleston Beautiful's Clean City Clara Program, the Talking Trash Program is designed for middle school audiences.

The program is highly tailorable to the needs of the teacher and students. Based on current middle school science standards, the program can include topics like waste reduction and sustainability, stormwater drainage, landfill structure, marine debris and its impacts on the marine environment, and most importantly, constructive actions students can take to help create a cleaner, more beautiful Charleston. Volunteerism and stewardship are valuable life-long habits, which the program helps to instill in our young adults.

Given the impact of the COVID pandemic on in-school programming, KCB's Education Coordinator worked to expand methods of outreach to digital and online formats, including YouTube videos and email newsletters.



2021 Impacts: Education Programs



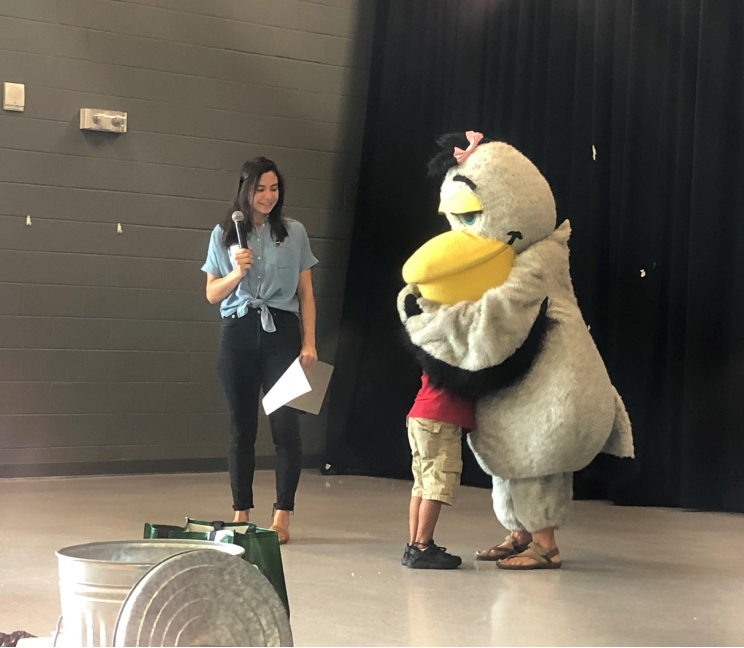
421 Students
Reached



545 Hours of
Education



\$10,722
Program Value





A stylized tree graphic with a dark green trunk and branches, and a large, light green, cloud-like canopy. The word "Beautification" is written in white, bold, sans-serif font across the middle of the canopy.

Beautification

Beautification: Community Involvement

Beautification is one of the three main goals of Keep Charleston Beautiful. KCB mobilizes volunteers throughout the year to work on beautification and greening programs, which impact more than 130,000 Charleston residents. Annual events like Clean Cities Sweep (part of the Great American Cleanup) and year round programs like graffiti abatement, tree plantings, and pollinator gardens, all give Charleston residents a more beautiful community to call home. Beautification projects help reduce blight, vandalism, and crime. Newly planted trees help provide shade, reduce the urban heat island effect, and sequester carbon. Flowering native plants help create vibrant gateways and park spaces, as well as benefit our local pollinator species. Community murals help showcase local artists, and can add a vibrant breath of fresh air to otherwise lifeless spaces. Fundraising events, grants, and donations are all integral to making these projects a reality.



2021 Impacts: Beautification Events



36 Beautification
Events



46 Graffiti
Sites Cleaned



1,965 Decals
Removed



2,619
Plants Planted



30
Trees Planted



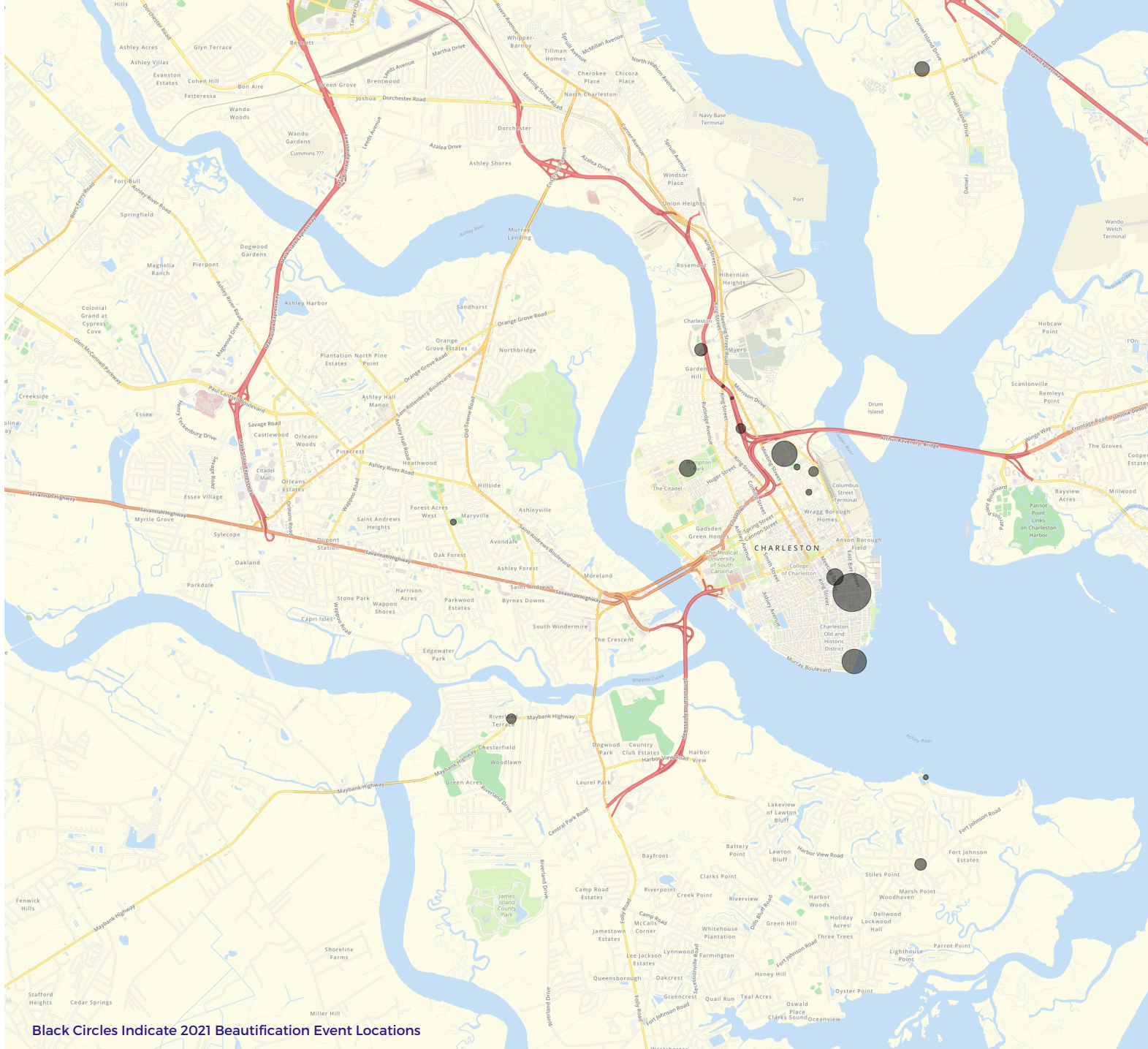
Keep Charleston Beautiful recently added more small beautification tasks to events that were typically focused exclusively on litter clean up. Volunteers conduct litter sweeps in many areas that are also plagued by decals, graffiti, overgrown weeds, and blocked storm drains. Expanding volunteer tasks to include these small beautification efforts considerably improves the appearance of areas of the City. Volunteers now use rakes and yard bags to clear stormdrains of leaves and weeds, scrapers to remove stickers from light poles, parking meters, street signs and utility boxes, and also have used magic eraser sponges to help erase graffiti.



At the beginning of 2021, Keep Beautiful was wrapping up its Rain Garden Installation Projects, which were in collaboration with the Charleston RainProof Program. The rain garden installations were completed on both private and public properties, and were aimed at capturing rainwater and mitigating flooding events. KCB contributed \$3,000 to this effort, which was provided via various sources of funding.

The City of Charleston Parks Department Administrative staff also completed eleven beautification events throughout the year. Tasks included spreading mulch, planting trees, scraping decals, sweeping streets, clearing storm drains, and pruning tree limbs.

Beautification: Community Involvement



Number of Events: 30

Total Acres: 596.83

Volunteers: 332

Volunteer Value: \$24,018

Daniel Island: 3.3%

James Island: 16.7%

Johns Island: 0%

Peninsula: 73.3%

West Ashley: 6.7%

Beautification: Community Involvement

Keep Charleston Beautiful helps promote a program developed by the City's Resilience and Sustainability Division, called Adopt-A-Drain. The Adopt-a-Drain Program is a form of community involvement, aimed at keeping streets and drains clear of debris, while also helping to reduce nuisance flooding events, which can lead to more transfer of leaves and debris along roads into drainage systems. The program allows local citizens or organizations to "adopt" a storm drain to help protect their nearby drains from unwanted debris, pollutants, or blockages. Leaf blowers, slight winds, and flowing water are a few common ways leaves and litter make their way into our streets and ultimately into storm drains. While storm drains undergo intense routine cleaning by City maintenance crews, adopters can help bridge the gap between routine maintenance by helping to prevent debris from entering drains to begin with and by ensuring stormwater can efficiently flow into drains.



Example: Clogged Drain

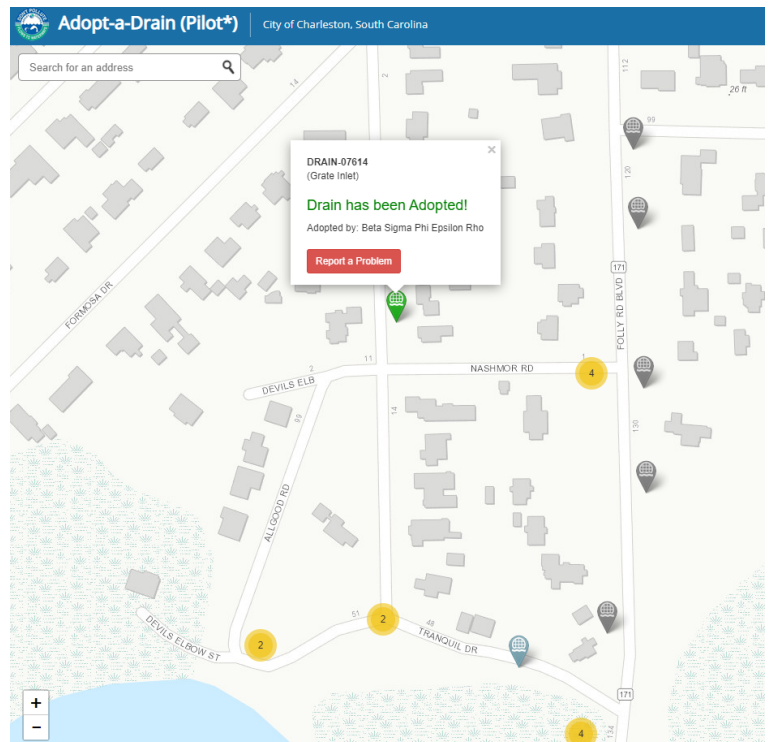


Example: Clean Drain

"A DRAIN CAN BE CLEARED ONE DAY, AND BLOCKED BY LEAVES OR LITTER THE NEXT. WITH THOUSANDS OF THESE INLETS THROUGHOUT THE CITY, CREWS ARE IN A NEVER-ENDING BATTLE TO KEEP THE STORM DRAINS CLEAN, AND CAN USE ALL THE HELP THEY CAN GET."

Benefits of Adopting a Storm Drain:

- Help Reduce or Prevent Flooding - Clogged storm drain inlets can cause or worsen flooding. Keeping drains free of debris will help water drain properly.
- Help Protect Our Waterways from Pollution - Stormwater flows to waterways untreated and is the #1 contributor of pollution to our waters. By keeping litter and pollutants out of storm drains you are helping protect the area's water bodies.
- Help Keep Your Neighborhood Clean and Free of Litter - Set a positive example by being an active steward of your neighborhood.



Beautification: Grant Project Spotlight

Throughout 2021, Keep Charleston Beautiful has been working with the members of the Eastside Neighborhood to revitalize one of the oldest public green spaces in the City of Charleston—Hampstead Mall Park. Hampstead Mall is made up of four square quadrants, intersected by Columbus and America Streets. This year, the first phase of revitalization took place at the Philip Simmons quadrant of Hampstead Mall, initiated by the neighborhood residents themselves. A generous Community Challenge grant in the amount of \$12,000 was gifted by AARP for the project. Neighborhood residents and businesses matched the fundraising efforts by contributing over \$14,000 to the project.

"HERE, TOGETHER, WE WERE ABLE TO REPLANT PHILIP SIMMONS PARK. WHILE THE NEW PLANTS AND THE NEW LAWN LOOK FABULOUS, HOW WE DID IT WAS EVERY BIT AS IMPORTANT: THE WHOLE EASTSIDE COMMUNITY CAME TOGETHER TO MAKE IT HAPPEN. MORE THAN 70 RESIDENTS, BUSINESSES AND OTHERS CONTRIBUTED \$14,265 FOR THE PARK, AN UNPRECEDENTED FUNDRAISING EFFORT."

- STEVE BAILEY, EASTSIDE RESIDENT

The improvements to Philip Simmons quadrant included the addition of a free WiFi Hotspot, a new irrigation system, and horticultural plantings throughout the park. The park pathways were also augmented with new gravel and regraded. The Charleston Parks Conservancy has been a welcome new partner for the neighborhood and the park. The local organization has been developing new free programming for the residents, including movie nights in the park.

Over 120 volunteers helped throughout the revitalization process. They helped prep the park site, install plantings, spread mulch, and lay sod over multiple work days. With the help of the neighborhood residents, the City of Charleston, and the Charleston Parks Conservancy, a total of 2,321 plants went into the ground, and the new sod has begun to take root. Ground plantings included azaleas, boxwoods, tea olive, hydrangeas, liriope, papyrus, black-eyed susans, ferns, shell ginger, agapanthus, bear's breeches, salvia, russelia, amaryllis, and spider lilies. New pollinator species have been visiting the plants in the park throughout the fall season. Plans to expand these collaborative efforts to the remaining quadrants of Hampstead Mall are planned for 2022. Mary Conway Park is next up on the list for improvements, given available funding.



Beautification: Awareness

Not only does pet waste look and smell bad in our public spaces, but it's considered a significant source of pathogens like fecal coliform, a disease-causing bacteria. It also contains nitrogen and phosphorus, which when carried by rainwater into our waterways can cause harmful algal blooms and fish kills due to depleted oxygen levels in the water.

In an effort to help reduce pet waste in City parks, Keep Charleston Beautiful and the Department of Parks provide dog waste bag dispensers as a courtesy for public use. Keep Charleston Beautiful's Pick Up After Your Pet Program has 115 dispenser stations throughout the City and provides the public with over 500,000 convenience dog waste bags each year. That's about 128 tons of pet waste being kept out of our environment, especially out of our waterways.

Waste bags are provided as funding and support are available, with the majority of funding coming from sponsorship of dispensers. In 2021, individuals and businesses sponsored 63% of dispenser locations.



"I PICK UP AFTER MY PETS BECAUSE I BELIEVE WE ALL SHARE IN THE RESPONSIBILITY OF KEEPING OUR PARKS CLEAN AND WASTE FREE. I ALSO WANT TO ENSURE THAT OTHER DOGS AT THE PARK ARE STAYING SAFE, AND I EXPECT THAT FAVOR TO BE RETURNED BY OTHER PET OWNERS."

- SARAH WILLIAMS
A #1 FOR #2 PET
WASTE WARRIOR



Each year, Keep Charleston Beautiful makes sure to incorporate campaigns that raise awareness regarding the harmful impact pet waste has on the environment. Signage is also installed around City parks spaces, encouraging people to pick up after their pet and to properly dispose of the waste. The signage features the City of Charleston ordinance regarding pet waste, and the fines associated with not picking it up. In year's past, KCB completed waste flagging events in public park areas, to showcase the shocking amount of pet waste being left behind.

KCB makes sure to reward positive behaviors as well, by occasionally awarding gift cards to those citizens "caught in the act" of picking up after their pet - aptly named, "The #1 For #2."

2021 Impacts: Pick Up After Your Pet Program



115 Public
Bag Dispensers



72 Dispensers
Sponsored



512,400
Bags Used



128 Tons of Waste
Removed from Environment

**HELP KEEP CHARLESTON BEAUTIFUL
CLEAN UP AFTER YOUR PET. IT'S THE LAW!**

You can sponsor this dispenser!

Your pet's picture
or company logo go
here

Please dispose of bagged pet waste in a trash can.
Thank you for keeping the park clean.

For information on "Pick Up After Your Pet" or any of our other awareness programs contact
Keep Charleston Beautiful
843-579-7501
www.keepcharlestonbeautiful.org

Beautification: Awareness Efforts

Bee City USA is an initiative managed by the Xerces Society to bring communities together to help sustain pollinators - in particular, the more than 3,600 species of native bees in this country. This is accomplished by increasing the abundance of native plants, providing nesting sites, and reducing the use of pesticides. In April 2021, the City of Charleston became an affiliate of Bee City USA, by enacting a resolution through City Council and designating a managing committee. The Keep Charleston Beautiful Board is the acting commission for the Bee City Program.

The commitments of KCB include the following:

- Conserve native pollinators by increasing the abundance of native plants, providing nesting sites, and reducing the use of pesticides
- Create or enhance pollinator habitat on public and private land annually
- Host one pollinator awareness or education event each year, focused on native pollinators and steps to conserve them

The commitments of the City of Charleston include the following:

- Create and adopt an integrated pest management plan (IPM), designed to prevent pest problems, reduce pesticide use, and expand the use of non-chemical pest management methods
- Incorporate pollinator conscious practices into city policies and plans. Establish a policy in the City's comprehensive plan to acknowledge and commit to the Bee City USA designation, as well as consider improvements to pest management policies and practices as they relate to pollinator conservation

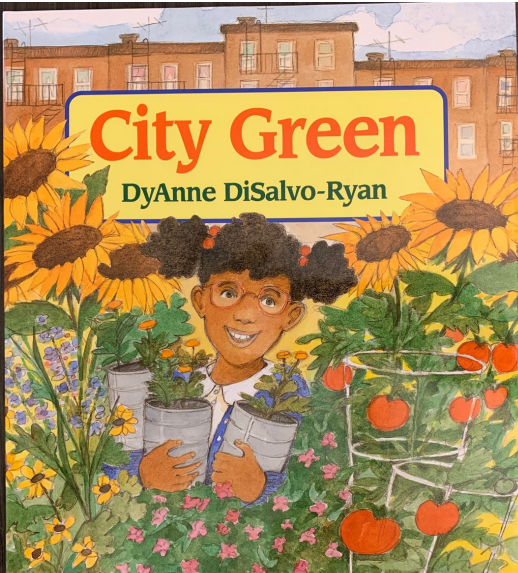


Accomplishments in 2021 include the following: The City of Charleston was officially recognized as a Bee City USA Affiliate via a resolution by City Council on April 13th. Bee City T-shirts were created as a fundraiser for the various projects of the Bee City USA Pollinator Program. The Bee City USA educational page was created on the Keep Charleston Beautiful City website. Lastly, a pollinator habitat showcase map was created online, and will be added to over time as new pollinator habitats are created throughout the City.

National Pollinator Week took place from June 21st through June 27th. Keep Charleston Beautiful featured an educational blog post on the Friends of Keep Charleston Beautiful webpage as an awareness tool. The most beneficial thing people can do is be aware of the issues concerning pollinator species and learn to more fully appreciate the function and role of these animals in the ecosystem - create habitat, curb pesticide use, and engage your neighbors in conversation and actions.



Beautification: Education Efforts



Keep Charleston Beautiful created a children's Borrow-A-Book Library, featuring tons of books about beautification projects, stewardship, and our local wildlife. The Borrow-A-Book Library is open for anyone to use - parents, students, teachers, or local organizations. The books are grouped together by topic, and are featured on the KCB City website. Individuals can request a book to borrow, or multiple, anytime throughout the year. KCB drops it off and they can keep it as long as they need. Pairing a book topic with a hands-on activity makes for a great lesson plan for in-school or at-home learning.

In addition to KCB's Borrow-A-Book Program, there are numerous other ways KCB works to educate the public about the importance of beautification. Keep Charleston Beautiful's Clean City Clara and Talking Trash Education Programs feature this message as well. Youth are taught the importance of respecting private and public property (i.e. not placing stickers or decals where they don't belong, and not painting on surfaces without permission). They learn about the benefits of planting trees and native plants, which help our pollinator species.

The KCB Education Coordinator recently created educational YouTube videos for youth on the topics of upcycling, composting, and pollinators. These videos were produced due to the growing use of internet platforms for educational purposes. Most of the videos feature an interactive craft project the students can complete at home.

KCB's Clean Cities Sweep Event, which takes place each year from March to June, encourages school groups to plan and implement beautification projects. Supplies for registered projects are provided by Keep Charleston Beautiful, as funding is available, and projects must include an educational element as part of the event requirements. Schools can invite in guest speakers to talk about environmental topics, or students can create presentations to help spread knowledge about beautification and stewardship to other students at their school.

Some beautification projects completed by school groups as part of Clean Cities Sweep included kindness rock painting for local parks and gardens on Johns Island, construction of raised beds at a school garden downtown, decoration of terracotta planters for distribution of flowering plants to local businesses, and of course numerous litter cleanup events. For the most part these projects are hands-on, but there is a large educational component that comes along with the completion of these community projects. Students learn a great deal about plants and pollinators, about gardening, and also about public art.



Beautification: Event Spotlight

Trident United Way's Day of Caring takes place annually each November. In 2021, what was usually a single day event was expanded to include three full days of volunteer service to benefit the community. Keep Charleston Beautiful helped coordinate three different volunteer events for Trident United Way's Days of Caring in 2021.

On Wednesday, November 17th, over twenty employee volunteers with the City of Charleston helped with beautification efforts in the Eastside Neighborhood on the peninsula. Volunteers worked along Stuart, Johnson, and Harris Streets. There were many beautification tasks to accomplish in a short time. Volunteers helped sweep streets of debris, picked up litter along roadways and around adjacent properties, cleared storm drains of accumulated sediment and weeds, and also planted street trees. Fifteen trees were planted along the three roadways, and over 600 pounds of vegetative debris was swept up and hauled away. Keep Charleston Beautiful provided volunteers with needed supplies - like gloves, visibility vests, trash bags, trash grabbers, yard bags, rakes, push brooms, and dust pans.

To keep the projects going, on Thursday November 18th, twelve employee volunteers from Obviouslee Marketing helped cover up graffiti on interstate columns underneath the I-26 corridor. The concrete columns that support the interstate are directly adjacent the Lowcountry Lowline, a 2 mile long recreational pathway running the length of the peninsula and underneath the interstate. The Days of Caring volunteers were able to fully cover twenty three columns with a new coat of paint, removing well over 50 graffiti sites. Varying bright colors of green and murals will be added to the columns in 2022. The bright, fun colors and local art will help to further reduce the reoccurrence of graffiti in the area. Obviouslee Marketing donated 10 gallons of paint for the effort, as well as helped supply their volunteers with painting tools like rollers, brushes, and tarps. KCB provided gloves, ladders, and other tools for the project.

On the very last day of the Days of Caring event, Friday November 19th, fifteen employees from TargetMarket worked to remove sticker and decal vandalism from the Charleston Historic and Tourism District. Paint scrapers and adhesive remover were provided in-kind by TargetMarket, while Keep Charleston Beautiful was able to provide reusable gloves and rags for volunteers. In total, the volunteers were able to remove an estimated 1500 stickers and decals from light poles, parking meters, utility boxes, buildings, and trashcans, leaving a cleaner appearance throughout the entire area. The before and after photos of specific structures is an amazingly different sight.



Beautification: Volunteer Spotlight

During the summer of 2021, a youth group from Indiana visited Charleston for a volunteer week of service. Multiple groups of youth volunteers were paired with various work sites and organizations throughout the City of Charleston. The project was called Week of Hope, and the groups spent four full days working on beautification projects around the City of Charleston.

Keep Charleston Beautiful had the pleasure of hosting one group of youth volunteers for Week of Hope. These dedicated volunteers helped paint bollards around Forest Park Playground and the WL Stephens Aquatic Center, for its grand reopening event. They even helped repaint them a second time following a sporadic evening rainstorm. Volunteers spent two days putting two coats of paint on over 96 bollards. The group also helped pull weeds and spread mulch throughout Hampton Park on their third volunteer day. On their fourth day, they split their work between clearing and cleaning planter beds along the Lowcountry Lowline recreational pathway, and conducting a microplastics litter sweep at Melton Peter Demetre Park on James Island. The volunteers loved getting to take in those beautiful Charleston ocean views on their last day of service.







Waste Reduction & Recycling



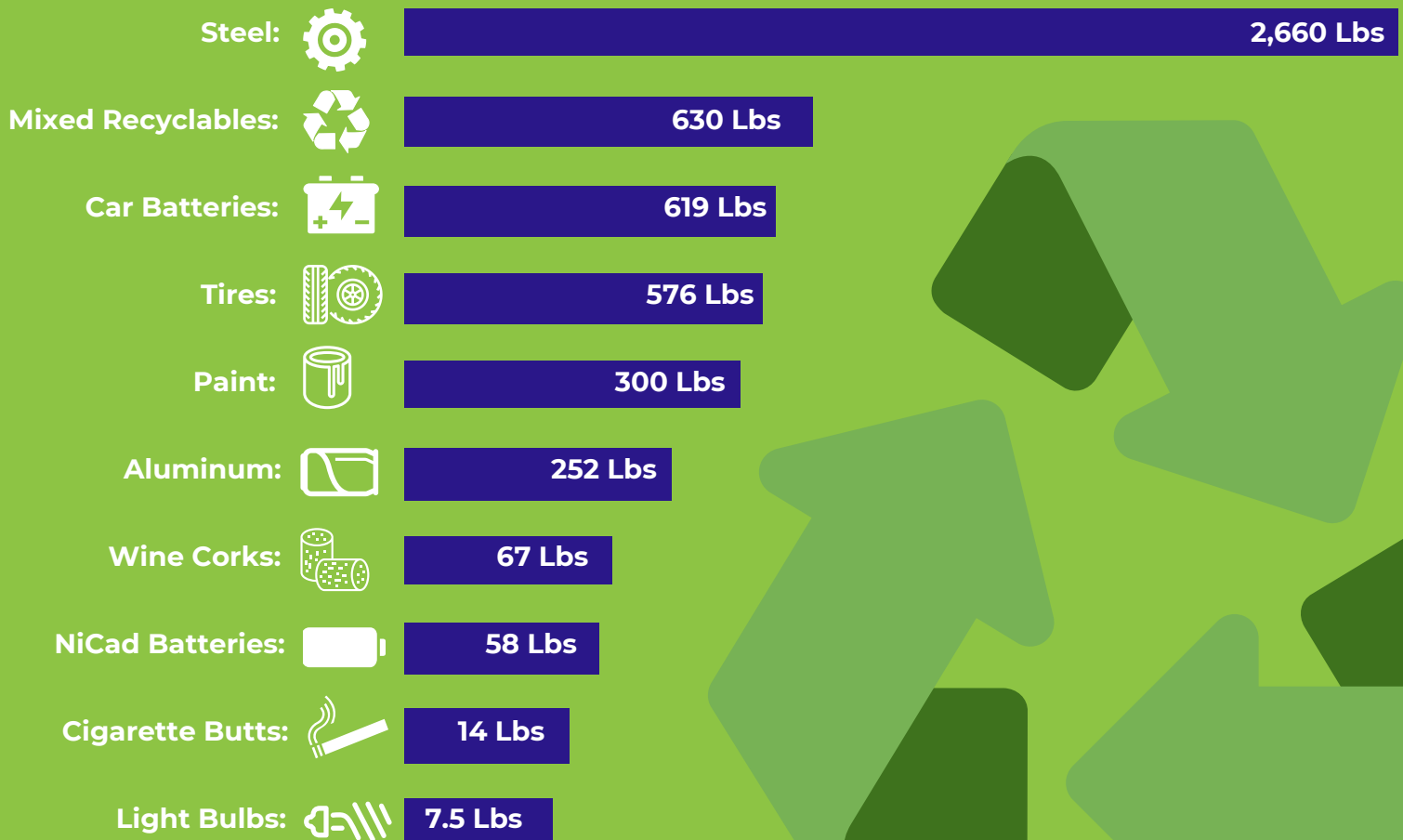
Waste Reduction & Recycling: Community Involvement

Keep Charleston Beautiful encourages waste reduction by offering year round collection campaigns for hard-to-recycle items. Community members are welcome to drop off items at the Keep Charleston Beautiful office, to be collected and recycled at the appropriate locations. Items include things like natural cork, household batteries, cigarette butts and tobacco packaging, toiletry razors and razor packaging, CFL and LED light bulbs, paint, aluminum, steel, car batteries and radiators. Some of these items require a fee to recycle, paid by Keep Charleston Beautiful, while others are a form of revenue when recycled. The revenue from recycling certain items helps augment the cost of recycling others. Corks are sent to ReCork to be recycled into things like soles of shoes, and replace environmentally harmful foams and plastics otherwise used. Cigarette butts, tobacco packaging, razors, and razor packaging are all sent to Terracycle to be recycled. Household batteries, lights bulbs, and paint are all transported to Bees Ferry for recycling through Charleston County. Materials like steel, aluminum, car batteries, and radiators are all recycled at Charleston Steel and Metal Company.

Keep Charleston Beautiful also hosts an annual event dedicated to recycling each year. November 15th is America Recycles Day, and KCB holds a special collection event to collect all the items mentioned above. Charleston residents are encouraged to clean out their closets and garages, and bring these usually difficult-to-recycle items to KCB to take care of for them. In 2021, over 350 pounds of recyclables were collected on just this one day.

In addition to recycling collections taking place throughout the year, KCB also focuses on public recycling efforts through its Green Spaces Recycling Program. The mission of this program is to ensure availability of recycling receptacles throughout City of Charleston Parks. Litter cleanups are also a source of recyclables, as volunteers often sort these out from collected litter.

2021 RECYCLING TOTALS



Waste Reduction & Recycling: Community Involvement



Keep Charleston Beautiful's Lend-A-Bin Program was updated and relaunched in 2019, with the goal of providing both recycling and composting services for events taking place locally in Charleston. Prior to this update, KCB only loaned out recycling receptacles for use at events.

With the COVID pandemic affecting many social events in 2020 and 2021, the Lend-A-Bin program took a small hiatus until the middle of 2021. Towards the end of the year, events were added back to the calendar, with fifteen choosing to utilize KCB's Lend-A-Bin services. Keep Charleston Beautiful offers varying levels of participation, with event hosts choosing whether or not to utilize volunteers to staff waste sorting stations, and which waste streams to include. The average landfill diversion rate for the year was 87.2%, with 85% recognized as zero waste. The fee for the service is usually minimal, with the main cost being disposal of compost.

2021 Impacts: Lend-A-Bin Program



15 Lend-A-Bin
Events



87.2 Average
Diversion Rate



420 Lbs of Compost
Diverted from Landfill



2,154 Lbs of Recyclables
Diverted from Landfill



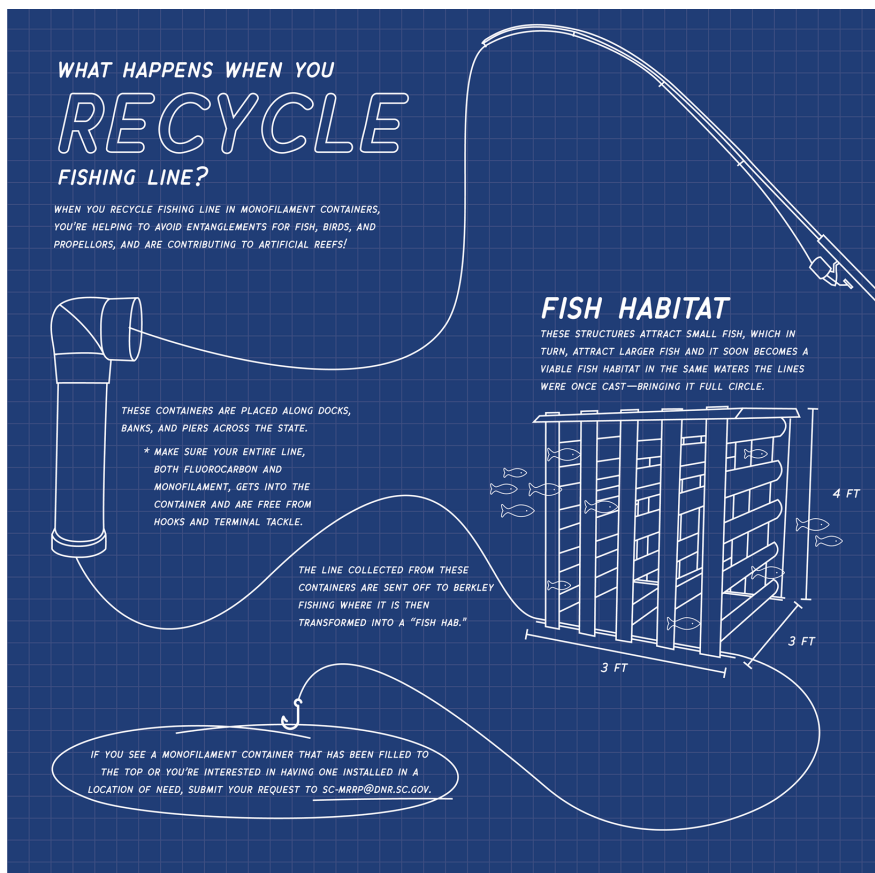
2,467 Educational
Engagements



Waste Reduction & Recycling: Community Involvement



2 Receptacles Installed for Monofilament Recycling



In 2021, Keep Charleston Beautiful and the City of Charleston Parks Department added a new feature to its public parks space - fishing line recycling receptacles. These receptacles for recycling Monofilament fishing line were installed at two waterfront parks, Brittlebank Park and the Charlotte Street Park Irish Memorial.

The collected fishing line is emptied by volunteer groups, and is then sent off to Berkley Fishing, where it is transformed into a "Fish Hab." A Fish Hab is a 4-foot structure that is made entirely from recycled nylon monofilament fishing line and other recycled materials. These structures attract small fish, which in turn, attract larger fish. It soon becomes a viable fish habitat in the same waters the lines were once cast and discarded — bringing it full circle.

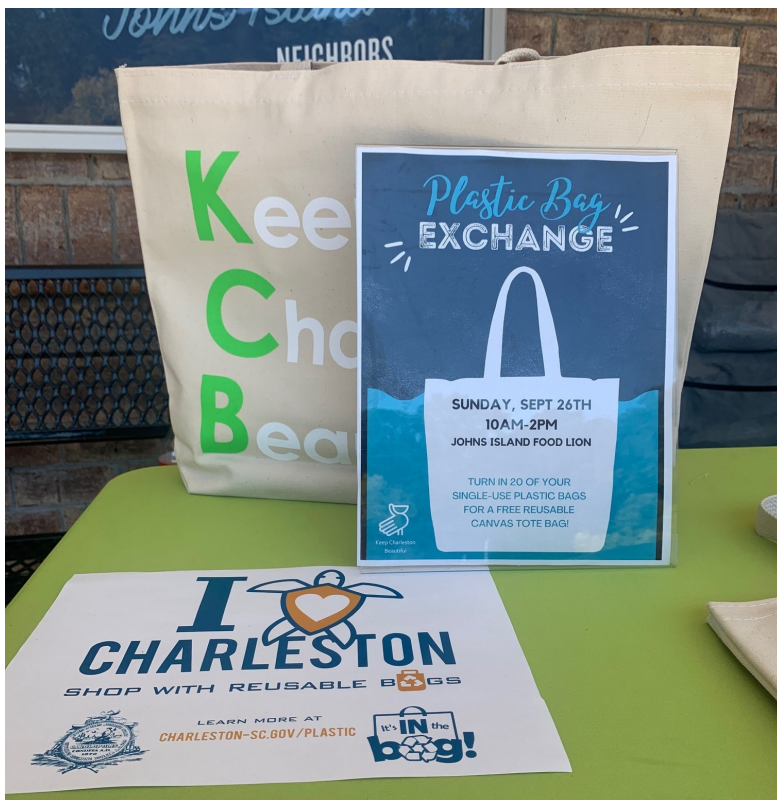
If you are out fishing at these two public parks, you can now make sure your fishing line is recycled via these monofilament containers. Both fluorocarbon and monofilament are accepted. These containers are placed along docks, banks, and piers across the state by PalmettoPride and SCDNR.

Waste Reduction & Recycling: Awareness Efforts

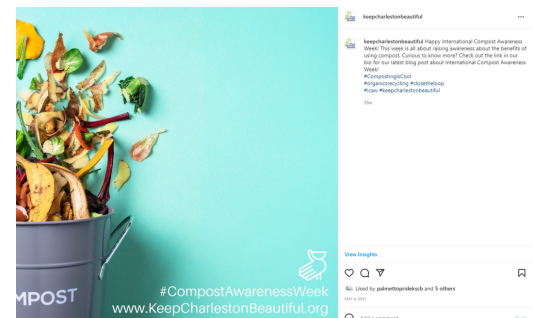
Keep Charleston Beautiful hosts awareness events surrounding waste reduction and recycling throughout the year. In September 2021, KCB hosted The Plastic Bag Exchange Event, held at the Food Lion on Johns Island. The four hour event encouraged Charleston residents to bring in their collection of plastic film and bags, and exchange them for a reusable canvas tote bag. Many types of bags and film were accepted for recycling – grocery, bread, produce, dry cleaning etc. These were recycled at the local Food Lion at the conclusion of the event via their plastic bag/film recycling program with Glasdon, Inc. Plastic bags and film are not accepted through Charleston County's curbside collection program.

The event was hosted with the main goal being to raise awareness about reducing the use of single-use, disposable plastics, like plastic grocery bags when shopping. The City of Charleston has an ordinance in place restricting the use of these by businesses. However, due to impacts from the pandemic and issues with the supply chain of compostables, many businesses resorted back to use of these single-use, disposable materials.

The canvas tote bags exchanged with participants reinforce the message of use of sustainable products long-term. Of those participants who interacted with KCB staff at the event, 84% took canvas tote bags for use. Thirty eight percent of those who interacted with KCB were already using some type of reusable bag for grocery shopping purposes. Those who did not accept tote bags cited that they already had a large quantity and use them regularly.



As another awareness campaign surrounding the message of waste reduction and recycling, Keep Charleston Beautiful created social media messages about International Composting Awareness Week (ICAW), including Instagram and Blog posts. ICAW takes place annually during the first full week of May and is the largest and most comprehensive awareness and education initiative of the compost industry. KCB encourages both the reduction and composting of food waste back to the natural environment. Keeping food waste out of landfills reduces the emission of methane, which is a harmful greenhouse gas that exacerbates climate change and global warming.




Waste Reduction & Recycling: Education

Keep Charleston Beautiful works year-round to educate the public about the importance of recycling and reducing waste. Recycling isn't the sole solution to our community's waste problems, but it plays a very vital role in reducing the amount of waste ending up in landfills, where it is completely removed from the resource loop. Companies have found ways to recycle almost everything, but the success of this depends greatly on the quality of materials they receive from the citizens and collectors.

Charleston County Environmental Management is the main entity responsible for managing recycling in the City of Charleston, along with REPOWER who manages recycling for Daniel Island in Berkeley County. Charleston County increased their efforts in 2021 to educate the public about how to "Recycle Right." For high quality recyclables that are enticing for purchasers, and for the process to work efficiently, the public needs to be aware of the details of the recycling process. Charleston County began recycling cart audits in 2021, where residents in rotating areas received an assessment of the contents they had placed in their recycling bin. A tag was hung on the cart following the assessment, letting them know if they had included any unacceptable items. The photos of "passing" and "failing" carts are also shared to social media, to help further spread the educational message. Keep Charleston Beautiful helps share and promote efforts of Charleston County, answers recycling questions from citizens, and also may eventually involve volunteers in Charleston County's cart assessment process in 2022.


Keep Charleston Beautiful regularly helps share the educational messages of Charleston County, via both social media campaigns and newsletters. Important tips for recycling are also shared around the holidays, when citizens encounter more atypical items in their household waste streams, like Christmas lights and mailed packaging.

 Keep Charleston Beautiful
December 15, 2021 at 9:20 AM · 🌐



Charleston County Environmental Management
December 14, 2021 at 8:00 AM · 🌐

As those holiday shipments start arriving, please remember that styrofoam is **NOT** accepted for recycling. No styrofoam in recycling carts, including styrofoam ... [See more](#)

 Keep Charleston Beautiful
December 7, 2020 · 🌐

Remember that not all kinds of glass are recyclable. Glass jars and bottles are fine, but things like drinking glasses, windows, mirrors, and Pyrex cannot be placed in your blue bin.
[#TheMoreYouKnow](#) [#RecycleRight](#) [#QualityRecycling](#)

Did you know that only glass bottles and jars should be placed in your recycling cart?



Charleston County Environmental Management
December 7, 2020 · 🌐

What kind of glass is recyclable in Charleston County's recycling program? Bottles and jars ONLY. Drinking glasses, glass dishes, and Pyrex are made to withstand... [See more](#)

Keep Charleston Beautiful also tries to practice sustainability and reduce waste throughout all of its other programming. Volunteers are encouraged to bring reusable and refillable water bottles to events, as opposed to single use plastic bottles. Additionally, Keep Charleston Beautiful makes an effort to utilize burlap sacks for litter pickups when available, as opposed to single-use plastic trash bags. These are provided by a local business, Charleston Coffee Roasters.

Waste Reduction & Recycling: Education

Keep Charleston Beautiful's Education Programs, Talking Trash and Clean City Clara, also feature education about recycling, composting, and waste reduction. Education regarding composting was just recently added to Clean City Clara programming in the last couple years, as this form of organic recycling has become much more common and accessible in the Charleston area.

Both the Clean City Clara and Talking Trash programs explore the concept of the four R's—Refuse, Reduce, Reuse, Recycle. The terms "refuse" or "rethink" are often added to what was formerly the Three R's, and encourage the idea of refusing single-use disposable items, and thinking critically about the entire life cycle of products we use day to day. Overall, the programs encourage students to be mindful about what materials the items are made from, where those materials come from and how they are transported, who makes them, how long they can be used, and where they go once their use is over. Students learn which types of items are, and are not, accepted for recycling by Charleston County Environmental Management. Students are also made aware of the City of Charleston Ordinance that requires businesses and retailers to use sustainable products, as opposed to items containing disposable plastic film, bags, or Styrofoam. Students are encouraged to support businesses and retailers who do their best to have reusable, or sustainable products and packaging at their stores. While many students aren't yet the ones doing the purchasing in their households, they will ultimately all grow up to become active consumers in the community and can will have a voice through how they choose to spend their money.

The simple choice to purchase a product based on its sustainability of design, as well as the simple decision to reduce, reuse, and recycle the products that touch our daily lives are the start to sustainable futures for everyone.



WHAT CAN WE COMPOST?



FOOD SCRAPS AND LEFTOVERS



FOOD-SOILED PAPER



COMPOSTABLE DINNERWARE



Composting Reminders:

No Plastics. No Bones. No Glossy Paper.
If it says "compostable", it's fine!

During the past year, Keep Charleston Beautiful's Education Coordinator also helped create online content which helps spread this same messaging - reducing waste, composting, and recycling. One of the featured YouTube videos shows youth how to make their own compost bin/pile at home, starting with just a few scraps from the yard or kitchen. KCB has window composters available for classrooms and teachers, so students can watch the process up close. Other YouTube channel videos feature fun at-home, or in-school crafts that can be completed via "up-cycling" otherwise discarded items from around the house. The online newsletter sent out by the Education Coordinator also featured ways to reuse items from around the house to create unique and creative Halloween costumes. These costumes could be recycled or composted once the holiday was over, and keep extra unnecessary waste from ending up in the landfill.

A large, stylized green graphic of a person's head and shoulders, composed of thick lines. The head is a circle, and the shoulders are a wide, open V-shape. The word "Administration" is centered in white text within the V-shape.

Administration

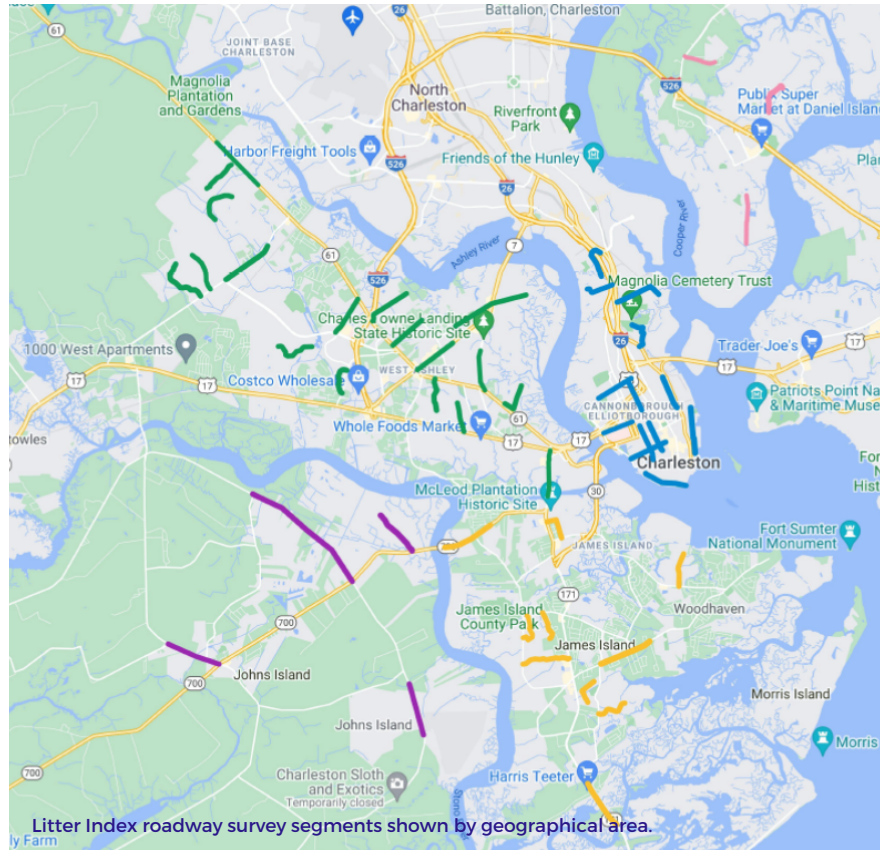
Administration: Community Appearance Index

Keep America Beautiful requires that its affiliate groups complete a Community Appearance Index each year, with a given set of parameters. The Community Appearance Index surveys a number of criteria, but one of the most important is the presence of litter. Each year, KCB conducts its Community Appearance Index along 50 roadways in the City of Charleston. Survey segments are each .5 to 1 mile in length, and the presence of litter is measured on a scale of 1 to 4. A score of 1 means virtually no litter present, and a score of 4 means the area is extremely littered. The results provide metrics that help determine the impact of litter on quality of life in the community, and also help KCB set goals and develop effective community improvement programs and projects. The average litter score in 2020 was 1.8, and decreased to an average of 1.63 in 2021.

1.63

2021 Community Appearance Score

The roadway segments that are selected for the Community Appearance Index are equally distributed between City Council Districts. The City of Charleston has twelve City Council Districts, and therefore each district has at least 4 roadways represented in the survey. The average 2021 litter score for each City Council District is represented below. District 3 and District 4 received the highest average litter scores, on a scale of 1 to 4, meaning they have the highest occurrences of litter on surveyed road segments. Due to the outcomes of the 2021 Litter Score portion of the Community Appearance Index, Keep Charleston Beautiful will be placing more focus on efforts to reduce sources of litter in these specific areas (District 3 and District 4). Throughout 2021, a majority of Keep Charleston Beautiful's litter cleanup events were focused on these areas, as noted by the map on Page 13. District 3 includes the central peninsula from Spring to Milford Street, with some portions of West Ashley included. District 4 is the majority of the peninsula's Eastside Neighborhood. Cleanup events in these areas will continue to be a focus of 2022.



District 1 - 1.25
District 2 - 1.50
District 3 - 2.00
District 4 - 3.00

District 5 - 1.60
District 6 - 1.50
District 7 - 1.63
District 8 - 1.50

District 9 - 1.56
District 10 - 1.63
District 11 - 1.67
District 12 - 1.25

Administration: Conferences & Training

Each year, Keep South Carolina Beautiful holds a conference in Myrtle Beach, SC for all the Keep America Beautiful Affiliates located within the state of South Carolina. The conference is a collaborative and engaging three day training session, where state affiliates can learn about various litter reduction, beautification, and recycling programs happening across the state. The Conference is also co-hosted by the South Carolina Litter Control Association, and includes a second track of training sessions for litter officers from across the state of South Carolina.

The cost of this conference is typically covered in full, via grant funding requested from Keep South Carolina Beautiful, and requires no funding from the City of Charleston for Keep Charleston Beautiful staff to attend.

The 2021 Keep South Carolina Beautiful Conference included training sessions on the following topics:

- Updates from PalmettoPride and Keep America Beautiful
- Affiliate Spotlight Presentations on Standout Programming
- Educating in a COVID World
- Learning to Say “No”
- Strategic Planning: 1-5 Years
- Bringing Your Community to the Table
- Branding Your Affiliate
- Volunteer Retention with Social Media
- RecycleRightSC Update with DHEC
- Time Management with Multiple Hats



Keep America Beautiful also holds a National Conference for affiliates, taking place each year in a different city. In 2021, the conference was held in Washington DC, but was postponed until November due to the COVID pandemic. Keep Charleston Beautiful did not attend the National Conference in 2021, due to conflicts with other planned events, like America Recycles Day on November 15th and Trident United Way's Day of Caring. Keep America Beautiful has decided not to host a national conference for 2022.



Administration:

Sustainability Division - Climate Action Plan

Keep Charleston Beautiful, within the City of Charleston Parks Department, works closely with the staff of the Planning, Preservation, and Sustainability Department.

In May 2021, the City of Charleston adopted the Charleston Climate Action Plan. This is a 5-year strategic framework to reduce carbon pollution. It includes 12 strategies and 51 action items for the City of Charleston and the entire community to pursue over the next 5 years, which will put the City on a path to reduce emissions 56% by 2030, and to net zero by 2050.

The Climate Action Plan highlights the many different ways to reduce emissions while also improving our quality of life - such as cost savings, improved mobility and increasing climate adaptation. It also reflects the latest science, aligns with national and international industry standards, is synergistic with other City plans, and emphasizes the importance of ongoing, equitable community engagement. On May 11, 2021, City Council unanimously adopted the plan after receiving a unanimous recommendation from the Resiliency and Sustainability Advisory Committee on April 15, 2021.

To help achieve three different goals related to the "Waste" category of the Climate Action Plan, the Sustainability Division began the launch of a community composting pilot program in 2021. The Sustainability Division of the City of Charleston received a grant donation from SCDHEC to pilot the composting program, making it much easier for residents to compost food scraps via public drop sites at no cost. Keep Charleston Beautiful is helping to facilitate portions of this program, including some planning, promotion, and oversight of compost drop sites.

As of January 23, 2022, residents will be able to take their food waste to various community drop sites — Ackerman Park in West Ashley, Corrine Jones Park on the Peninsula, and Medway Park on James Island. This is particularly helpful for residents who don't have access to a yard or space for a compost pile. The pilot project will test options during the first six months with the goal of discovering the optimum program logistics for success. If the program is successful during the pilot period, it could potentially be expanded into a permanent program, which would include more compost drop-off locations throughout the City of Charleston.

CHARLESTON IS NOW COMPOSTING FOOD SCRAPS! SIGN UP TODAY!

City of Charleston residents can take their food scraps to designated drop sites for **FREE** beginning January 23. Drop-off locations include:

- **Ackerman Park** (West Ashley)
- **Corrine Jones Park** (Peninsula)
- **Medway Park** (James Island)

To sign up for the service, see a list of items accepted, and learn about **free workshops** to help get you started, visit charleston-sc.gov/compost.



LEARN ABOUT COMPOSTING HOME FOOD SCRAPS AT A FREE WORKSHOP!

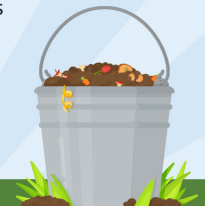
Charleston is composting food scraps through a new drop-site program! Participants can pick-up a **FREE** reusable kitchen compost caddy by attending one of these events, while supplies last.

Residents are invited to join one of two **FREE** workshops:

- **Saturday, January 22**, 11 AM to 12 PM at Frothy Beard's outdoor patio; or
- **Tuesday, January 25**, 5:30 PM to 6:30 PM virtually via Zoom.

The workshops will provide the following tools and resources to help residents start composting – composting program overview, accepted items and backyard composting instructions and tips.

Space is limited. RSVP and learn more about the new program at charleston-sc.gov/compost.



Administration: Grants

PalmettoPride awarded KCB \$8,625

In 2021, Keep Charleston Beautiful received \$8,625 in grant funding from PalmettoPride through their Keep South Carolina Beautiful Annual Support Grant. These grant funds help support a myriad of Keep Charleston Beautiful programming, from administrative costs, to litter cleanup and beautification efforts, to educational programming. Grant funds were specifically requested for administrative costs, like the Keep America Beautiful Affiliate fee and state conference travel. Funds also helped purchase extendable nets for waterway litter cleanups and supplies to create DIY Litter Cleanup Kits for community members. KCB used grant funding to pay the stipend of the part-time Education Coordinator, and to purchase promotional items like volunteer t-shirts. Beautification supplies, like a pressure washer and paint supplies, were utilized for KCB's graffiti abatement program.

PalmettoPride awarded KCB 25 Trees

Keep Charleston Beautiful an in-kind grant award from PalmettoPride in 2021. Twenty five trees were awarded, with plans for them to be planted at the Bayview Sports Complex and Park on James Island, as well as the Bikeway Recreational Path in West Ashley. Eight Tulip Poplar, seven Eastern Red Cedar, and ten pink Dogwoods were awarded as part of the Tree Grant.



Administration: Grants

AARP gave the City \$12,000

In the fall of 2021, Keep Charleston Beautiful and the City of Charleston Parks Department applied for and was awarded a Community Challenge Grant through AARP. The proposed project received \$12,000 in grant funding, to be utilized prior to the end of November. This was a "quick-action" grant, designed to challenge communities to come together to accomplish projects in short-time spans. Projects are judged on the degree to which their goals will make an immediate change that leads to longer-term impact. The proposed project was a park revitalization project, for one of, if not the oldest public green space in the City of Charleston - Hampstead Mall Park in the Eastside Neighborhood. A part of the park revitalization, Hampstead Park received a new WiFi Hotspot for community residents, over 2500 new group plants, a new lush lawn, and a new irrigation system throughout the park to help support these features. The horticultural improvements have helped breathe new life into the space, and have also helped reduce the amount of litter present in the area. New organizational partners have joined the effort, with plans to expand revitalization to other park quadrants. The most notable, neighborhood residents were able to match the grant award by fundraising over \$14,000.



JOIN US FOR THE
HAMPSTEAD PARK RENOVATIONS
KICK OFF EVENT
TUESDAY, NOVEMBER 16 | 5:15PM



Administration: Staff & Board

Staff Directory

Jamie Gillette

Keep Charleston Beautiful
Executive Director
GilletteJ@charleston-sc.gov

Board of Directors and Officers

Cheryl Carmack

Board Chairman
Charleston Waterkeeper
Staff Scientist & Volunteer Coordinator

Taylor Harris

Board Vice Chairman
Charleston Area Convention & Visitors Bureau
Visitor Center Events & Operations Manager

Kindall Brantley

Board Secretary
Vertical Roots
Sustainability Specialist

Nathan Burnell

Board Member
The Alley Charleston
Chef

Megan Fink

Board Member
Goodwill Industries of South Carolina
Vice President of Marketing

Sebastian DeModica

Board Member
Retired
Community Volunteer

Rachel Barry

Board Member
Coldwell Banker
Real Estate Agent

Kayla Huff

Board Member
Charleston Parks Conservancy
Volunteer Coordinator

Erica Connery

Board Member
SC Department of Natural Resources
Outreach Biologist

Marc Williams

Board Member
Charleston Business Brokers
President/Owner

Administration: Donations

Giving To Keep Charleston Beautiful

Keep Charleston Beautiful is committed to educating and involving individuals in productive solutions that care for a community's environment. All Keep Charleston Beautiful programs and services are made possible through the generosity and commitment of organizations and individuals. If you would like to make a gift to support Keep Charleston Beautiful, a tax-deductible donation can be made to Keep Charleston Beautiful's 501c3 non-profit fundraising organization, Friends of Keep Charleston Beautiful.

Friends of Keep Charleston Beautiful
P.O. Box 32321
Charleston, SC 29417
Web: www.FriendsofKCB.org

You can find more information about Keep Charleston Beautiful and the services and programs it provides by visiting its website at www.KeepCharlestonBeautiful.org

Administration:

Keep South Carolina Beautiful Affiliates

Keep Aiken County Beautiful

www.aikencountysc.gov/KACB

Keep Anderson County Beautiful

www.andersoncountysc.org/solid-waste#6

Keep Bamberg County Beautiful

www.bambergcountysc.gov/keep-bamberg-county-beautiful

Keep Beaufort County Beautiful

www.beaufortcountysc.gov/keep-beaufort-county-beautiful

Keep Berkeley Beautiful

www.keepberkeleybeautifulsc.org

Keep Charleston Beautiful

www.keepcharlestonbeautiful.org

Keep Chester County Beautiful

www.chestercounty.org

Keep Colleton Beautiful

walterboro.org/keep-colleton-beautiful

Keep Conway Beautiful

www.cityofconway.com

Keep Darlington County Beautiful

www.facebook.com/KeepDarlingtonCountyBeautiful

Keep Dorchester County Beautiful

www.dorchestercountysc.gov/our-county/keep-dorchester-county-beautiful

Keep Edisto Beautiful

www.townofedistobeach.com/keep-edisto-beautiful

Keep Florence Beautiful

keepflorencebeautiful.org

Keep Georgetown Beautiful

www.georgetownsc.gov/governmental_services/board_s__commissions/keep_georgetown_beautiful.php

Keep Greenville County Beautiful

keepgreenvillecountybeautiful.org

Keep Greenwood County Beautiful

www.facebook.com/KeepGreenwoodCountyBeautiful

Keep Hampton County Beautiful

www.facebook.com/KeepHamptonCountyBeautiful

Keep Hanahan Beautiful

www.keephanahanbeautiful.org

Keep Horry County Beautiful

www.horrycounty.org/

Keep Jasper County Beautiful

www.facebook.com/BlueHeronNatureCenter

Keep Lancaster County Beautiful

www.lcswma.org/waste-gives-back/keep-lancaster-county-beautiful

Keep the Midlands Beautiful

www.keepthemidlandsbeautiful.org

Keep Newberry County Beautiful

www.nswcd.com

Keep North Charleston Beautiful

www.keepnorthcharlestonbeautiful.org

Keep North Myrtle Beach Beautiful

parks.nmb.us/keep-north-myrtle-beach-beautiful

Keep Oconee Beautiful Association

www.kobasc.com/KOBA/Welcome

Keep OneSpartanburg Beautiful

www.keeppspartanburgbeautiful.org

Keep Orangeburg County Beautiful

www.orangeburgswcd.org

Keep Pickens County Beautiful

keeppickensbeautiful.com

Keep Sumter Beautiful

www.facebook.com/keepsumterbeautiful

Keep Wadmalaw Beautiful

www.wilpc.org/keep-wadmalaw-beautiful

Keep Walterboro Beautiful

www.walterborosc.org/keep-walterboro-beautiful-city-appearance-board

Keep Williamsburg Beautiful

www.williamsburgsc.org

Keep York County Beautiful

www.yorkcountygov.com/346/Keep-York-County-Beautiful-Volunteer-Pro

Rock Hill Clean and Green

www.cityofrockhill.com/departments/public-works

Administration: Partnering Organizations



COLLEGE of
CHARLESTON



CHARLESTON
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Administration: Volunteer Groups & Individuals

African American Cemetery Restoration Project
Alison Schandall
All Saints Lutheran Church Youth Group
Andrea Winckler
ArtPot
Ashley Cook
Ashley Singleton
Ashley Tylus
Atlas
Baker and Brewer
Barclay Murphy
Brielle Gerry
Carol Wheeler
Ceridian
Charleston Brewery District
Charleston Parks Conservancy
Charleston Southern Student Athletes
Charleston Surfrider Foundation
Charleston Unitarian Church
Charleston Waterkeeper
Citadel, Leadership 101
Citadel TASC Program
City of Charleston Recreation Dept.
College of Charleston Center for Civic Engagement
College of Charleston Sustainability
Connie Hughes
Cooper River Brewing
Daisy McClellan
Dana Bufalino
Dianna Luff
Dunmovin Neighborhood
Eastside Neighborhood
Eastside Neighborhood Garden Club
Edmund's Oast Brewery
Enough Pie
Fatty's Beer Works
Fionah Fang
French Quarter Neighborhood
Friends of the Lowcountry Lowline
Giles Whiting & Chelsea Rennhoff
Hunt Club Neighborhood

InsightGlobal
Irene Rowe
Iuliia Korol
James Island ActKIDvists
James Island Presbyterian Church Youth Group
James Simmons Elementary
Jennifer Slater
Kane Jordan
Kansas City Centurions
Laura Hinton
Lee & Associates
Lindsay DeTroia
Logan Murray, School of the Arts
Marisol Bailey
Mark Horine
Maryville-Ashleyville Neighborhood
Melissa Bosse
Munkle Brewing
MUSC, Phi Chi Medical Fraternity
MUSC, Phi Delta Chi
Obviouslee Marketing
PushDigital
Radcliffeborough Neighborhood
Rhapsody Fitness
Riverland Terrace Neighborhood
South Carolina Aquarium
South Carolina State Ports Authority
Stephanie Mayfield
Stephanie Wilson Gentile
St. Julian Devine Center
Synovus Bank
TargetMarget
Tradesman Brewing
US Air Force
US Coast Guard
Vertical Roots
Week of Hope Youth Group
West Ashley High School DECA
West Ashley Revitalization Commission
Youth Volunteer Corps, MOCYF
And Others



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Email: GilletteJ@Charleston-sc.gov
Web: KeepCharlestonBeautiful.org

