

KEEP CHARLESTON BEAUTIFUL

2022 ANNUAL SUMMARY



KEEP CHARLESTON
BEAUTIFUL

22

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 involvement. 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 45 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 6,330 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 2022!

- Jamie Gillette

Affiliate Director, Keep Charleston Beautiful

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A Look Back At A Few Things You Helped Us Accomplish in 2022



January

- Charleston Brewery District volunteers clean around local Charleston breweries



February

- CofC and MUSC help with graffiti abatement along the Lowcountry Lowline



March

- City of Charleston's Business & Neighborhood Services Division launches Operation Neighborhood Program



April

- Yelp Charleston coordinates volunteer litter cleanup near I26 and Sk8 Charleston



May

- Ethos Athletic Club recruits volunteers for Huger Street Cleanup



June

- Week of Hope youth volunteers help with pollinator surveys & habitat creation

A Look Back At A Few Things You Helped Us Accomplish in 2022



July

- KCB collaborates with the SC Aquarium for litter sweep in the Westside Neighborhood



August

- Volunteers with the Grafton Group help with a marsh cleanup at Waterfront Park



September

- Volunteers help collect data for the Bio Blitz Pollinator Survey in Hampton Park



October

- James Simons Elementary School coordinates neighborhood litter sweep with over 100 volunteers



November

- CARTA hosts a litter sweep along one of their bus routes along King Street



December

- Hilton Grand Vacations volunteers help plant trees for SC Arbor Day

— 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 2022 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, highway underpass, 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 staffing issues, 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 2022 Keep South Carolina Beautiful Grant, as well as in-kind donations.



2022 Impacts: Litter Cleanups



165 Public
Spaces Cleaned



2,023 Volunteers
Activated



5,936 Acres
Cleaned



3,768 Volunteer
Service Hours



35,960 Lbs
of Litter



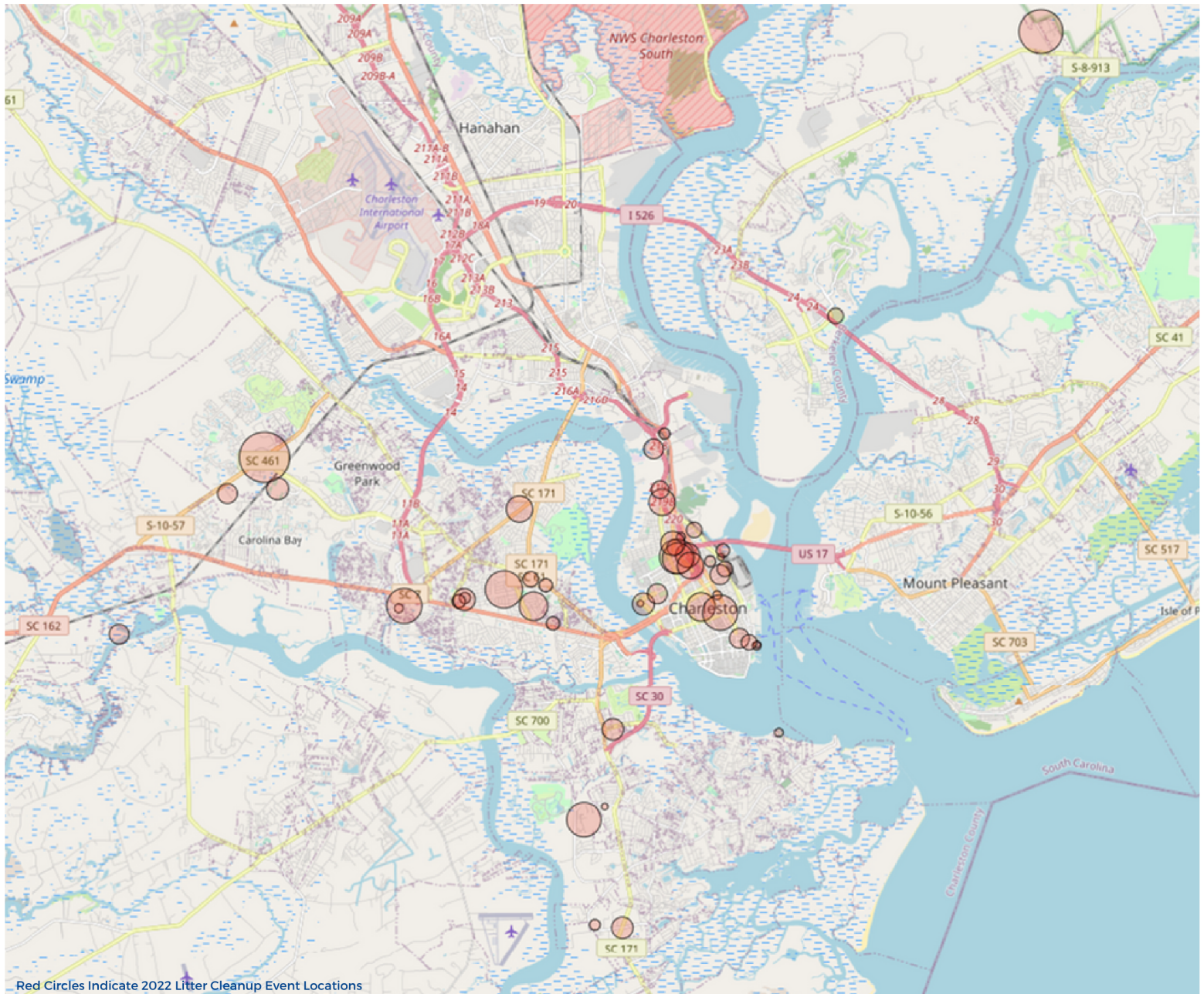
\$95,970
Volunteer Value



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 2022, KCB collaborated with Charleston Waterkeeper to host a marsh litter cleanup effort along Johnson Road on the peninsula. Over 1,300 pounds of litter was collected during this one day event. In September 2022, 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 hosted its first Great Charleston Cleanup event as part of the Great American Cleanup. The event consisted of launching the new Adopt-A-Block Program, relaunching Operation Neighborhood, and giving out free DIY Litter Cleanup Kits to residents.

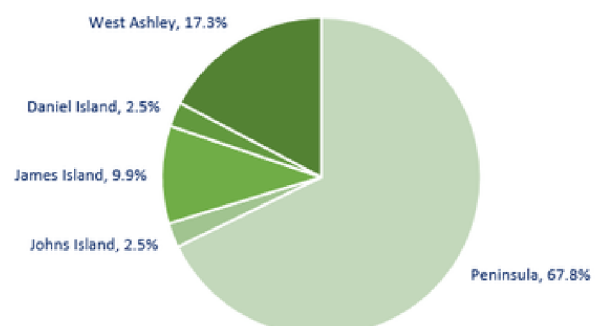
Litter Reduction & Cleanup: Community Involvement



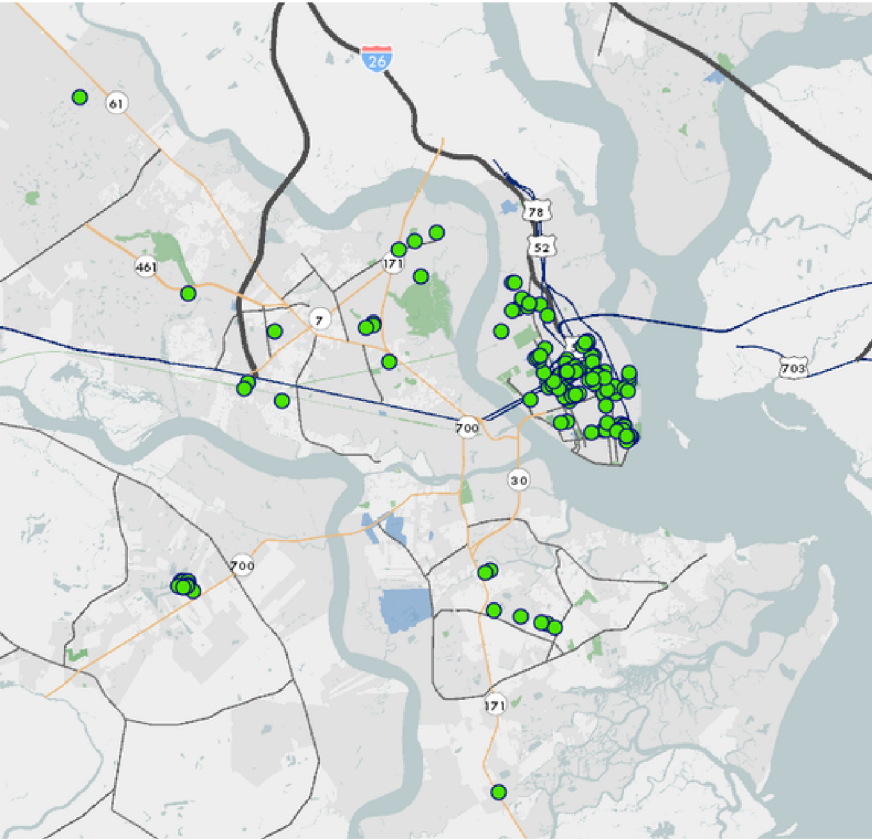
Total Litter Cleanup Events: 82

Daniel Island - 2.5%
James Island - 9.9%
Johns Island - 2.5%
Peninsula - 67.8%
West Ashley - 17.3%

2022 Litter Sweep Event Distribution by Geographical Region



Litter Reduction & Cleanup: Adopt-A-Block



Keep America Beautiful's Great American Cleanup takes place each year, from March through June. As a local form of participation in this event, Keep Charleston Beautiful launched its inaugural event in 2022, the Great Charleston Cleanup. The event is a call to action for citizens to plan and implement litter cleanups or beautification projects within their community, and take an more active role in stewardship. As part of this inaugural event, Keep Charleston Beautiful, Business and Neighborhood Services, and the GIS Division of the City came together to create the Adopt-A-Block Program. The Adopt-A-Block Program is a volunteer-based initiative where groups and individuals agree to monitor and maintain small sections of roadways on a regular basis.



The Adopt-a-Block program provides an avenue for citizens to become actively involved in the most basic of livability and quality of life issues – preservation, upkeep and improvement of our physical surroundings. This initiative leads to a reduction in litter and ideally a reduction in vandalism and crime as well as a more prosperous and vibrant community for all.

Adopters can also utilize the online GIS map to submit data regarding their cleanup and beautification efforts. In 2022, 108 blocks within the City were adopted, completing 293 hours of volunteer service, and picking up over 4,800 pounds of litter from their adopted blocks.

2022 Impacts: Adopt-A-Block Program



108 Public
Spaces Cleaned



123 Volunteers
Activated



209 Acres
Cleaned



293 Hours of
Volunteer Service



4,824 Lbs
of Litter



\$7,462
Volunteer Value

Litter Reduction & Cleanup: Neighborhood Spotlight

In 2021, members of the Radcliffeborough Neighborhood on the Charleston Peninsula came together in an effort to eradicate the presence of litter throughout their neighborhood. They formulated the idea at the neighborhood association meeting, and decided to host monthly litter cleanup events, with the help of Keep Charleston Beautiful.

The Radcliffeborough Neighborhood Litter Sweep hasn't missed a beat throughout 2022, with residents picking up over 3,478 pounds of litter over the course of the year. The monthly cleanup efforts have expanded beyond litter cleanup to other beautification tasks like removal of illegal graffiti and decals from various roadway infrastructure. The residents feel that these reoccurring cleanups are helping to reduce the behavior of littering. Keep Charleston Beautiful would like to recognize the efforts of the Radcliffeborough Neighborhood residents for their continued efforts to help beautify their community.

3,478

Lbs of litter



Litter Reduction & Cleanup: Partnership Spotlight



In December of 2022, Keep Charleston Beautiful partnered with a number of organizations to conduct a litter sweep of the marsh at Joe Riley Waterfront Park, which had become extremely littered with debris. Keep Charleston Beautiful, the South Carolina Aquarium, the Lowcountry Marine Mammal Network, and the Charleston Parks Conservancy all recruited from their respective volunteer bases to join forces for this collaborative event. Over 60 volunteers showed up to help, and together the volunteers were able to remove over 700 pounds of debris from the marsh bordering Waterfront Park. Smaller volunteer groups also worked to remove litter in adjacent areas surrounding the park.

In addition to loose litter, volunteers removed piles of treated lumber, large portions of dock supports, and giant cubes of Styrofoam. All data regarding the types and quantities of litter collected was logged in the South Carolina Aquarium's app, the Litter Free Digital Journal. Data collected from cleanups helps show whether or not recent adopted ordinances regarding sustainable packaging are helping reduce litter, and helps formulate new priorities.

700 Lbs of litter

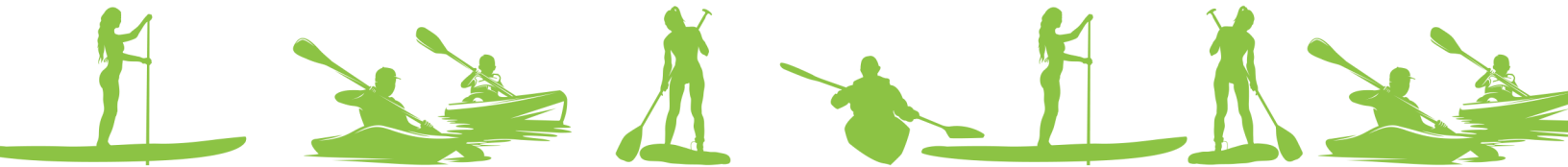


Litter Reduction & Cleanup: Event Spotlight

As a wrap up to our warm weather in 2022, Keep Charleston Beautiful partnered with Low Tide Brewing and Lowcountry Marine Mammal Network to conduct a litter cleanup of Wolf Island, a small piece of land located along the Stono River. The island is a favorite spot for locals to camp and have parties, and as a result quite a bit of trash gets left behind on the island. Kayaks and Stand Up Paddle boards were provided by Water Dog Paddle Co., and volunteers enjoyed a scenic, guided paddle out to the island prior to the litter sweep, and following to catch the sunset views.

Volunteers were able to collect and remove over 260 pounds of litter from Wolf Island. As a thank you for their hard work, Chicken Fats catered a Lowcountry Boil on the island, and Low Tide Brewing provided the beer! Our partnering organizations even took steps to make the event more sustainable by providing reusable glasses, growlers, and compostable service ware.

This event was such a fun way to get outside, do good, and take in all the beauty of nature at the same time!



Litter Reduction & Cleanup: Awareness Efforts



This past year, Keep Charleston Beautiful was able to partner with the SC Aquarium on one of their litter cleanup and awareness events in the Westside Neighborhood. The SC Aquarium received a local grant in 2022 to conduct a series of cleanups in this area of the City, and has gone above and beyond to include awareness and education as part of their messaging. The SC Aquarium included the Citadel and the Charleston Riverdogs in the cleanup series, which armed each entity with first-hand knowledge for constructive conversations regarding reducing their impact on the local environment. Keep Charleston Beautiful was thrilled to be able to partner with the SC Aquarium to raise awareness about the harmful impacts of litter.

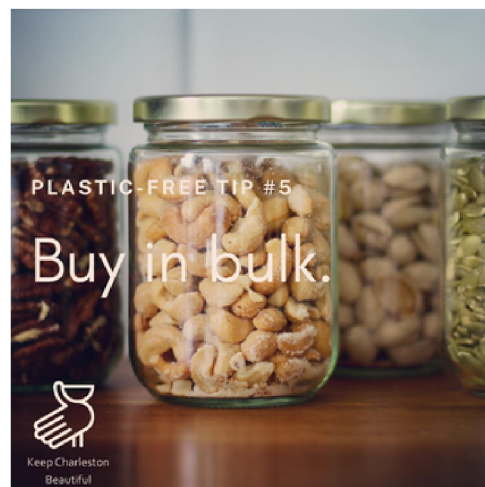
In addition to the partnership with the SC Aquarium, Keep Charleston Beautiful also participated in a tabling event to help raise awareness about litter issues. In 2022, the first ever Hope Summit Festival was hosted by Lowcountry Marine Mammal Network, with a virtual global conference component hosted by the Sustainable Ocean Alliance. The event offered tabling space for a myriad of organization outside, all with a focus on environmental conservation. Tabling and outreach events offer a vital opportunity for people to gain awareness about novel types of pollution (nurdles and microplastics), their personal impacts, and ways they can get involved in the solution.



Litter Reduction & Cleanup: Awareness Efforts

In 2022, Keep Charleston Beautiful launched a social media campaign to raise awareness about plastic pollution specifically. The month of July has been dubbed "Plastic Free July", and as such, KCB uses this month to highlight the prevalence of litter that is made up of single-use, disposable plastics. Keep Charleston Beautiful ran a week long Instagram series, focused on raising awareness as to how citizens can reduce the use of disposable plastics in their every day lives.

- Plastic-free Tip #1: "Choose to refuse single-use plastic straws, and replace them with a reusable option, like metal or bamboo. If you're able to, request ahead of time that your drink be prepared without a disposable plastic straw, or bring your own from home."
- Plastic-free Tip #2: "Choose to refuse single-use plastic shopping bags. Reusable shopping bags are a great alternative to disposable plastic bags. Keep a stash in the car or by your front door."
- Plastic-free Tip #3: "Switch up your laundry routine with eco-friendly choices. Switch plastic jugs of detergents for detergent strips or powders, and switch dryer sheets for wool dryer balls."
- Plastic-free Tip #4: "Choose to refuse single-use plastic utensils, straws, styrofoam plates or containers when getting food to-go."
- Plastic-free Tip #5: "Shop from the bulk foods section at the grocery store. When you bring your own containers to fill from home, you are cutting down on disposable plastic packaging. This method also lets you purchase the exact amount you need, and the food is often healthier (no hydrogenated fats, no high-fructose corn syrup, no sweeteners like aspartame, sucralose, or saccharin)."



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.

In 2021, Keep Charleston Beautiful received a generous donation of wall-mounted cigarette butt receptacles from Keep America Beautiful. Keep Charleston Beautiful offers these receptacles to local businesses for free, and in turn, the business agrees to empty and maintain the receptacle. These wall-mounted cigarette butt receptacles are placed at transition points into non-smoking areas, where smokers usually discard their filters. The cigarette butts can be collected and returned for recycling through Terracycle.

In 2022, Keep Charleston Beautiful launched its free Butt Brigade Kits, which citizens can request for individuals or small groups who are interested in cigarette butt focused cleanup initiatives. The kits include a 3 gallon bucket to collect the butts, a screw-top lid to hold in odors, and reusable and washable gloves. Volunteers also record and submit data on quantity of butts collected during cleanup efforts.



Litter Reduction & Cleanup: Education Efforts

June 6th, 2022 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 2022, 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 roadways hazards, KCB highlighted the event impact and shared awareness information about the mission of National Secure Your Load Day on its social media platforms, Instagram, and Facebook.

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 wimpy 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 range 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.

In 2022, through partnership with Meeting Street Academy, Keep Charleston Beautiful developed a new after-school program - the Forces of Nature Club! Students in Third and Fourth grade participated in multiple interactive presentations focused on learning about local environments and the harmful impacts of litter. Charleston's local celebrity, "Beach Santa" Howard Hogue, kindly visited the Forces of Nature Club to discuss the impacts that litter has on our local beaches. Through this interaction, students developed a stronger sense of compassion for local ecosystems and cleaning up our beaches.



2022 Impacts: Education Programs



322 Students
Reached



974 Hours of
Education



\$24,807
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 150,000 Charleston residents. Annual events like the Great Charleston Cleanup (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, sponsorships, and donations are all integral to making these projects a reality.



2022 Impacts: Beautification Events



23 Beautification
Events



120 Graffiti
Sites Cleaned



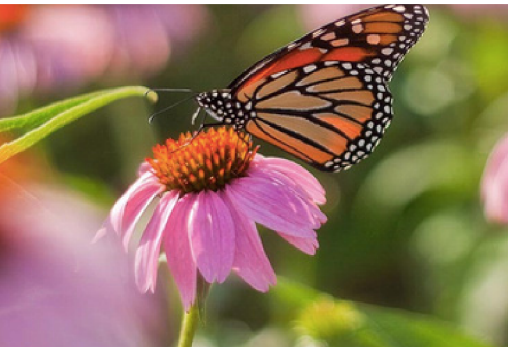
49 Decals
Removed



140
Plants Planted



33
Trees Planted



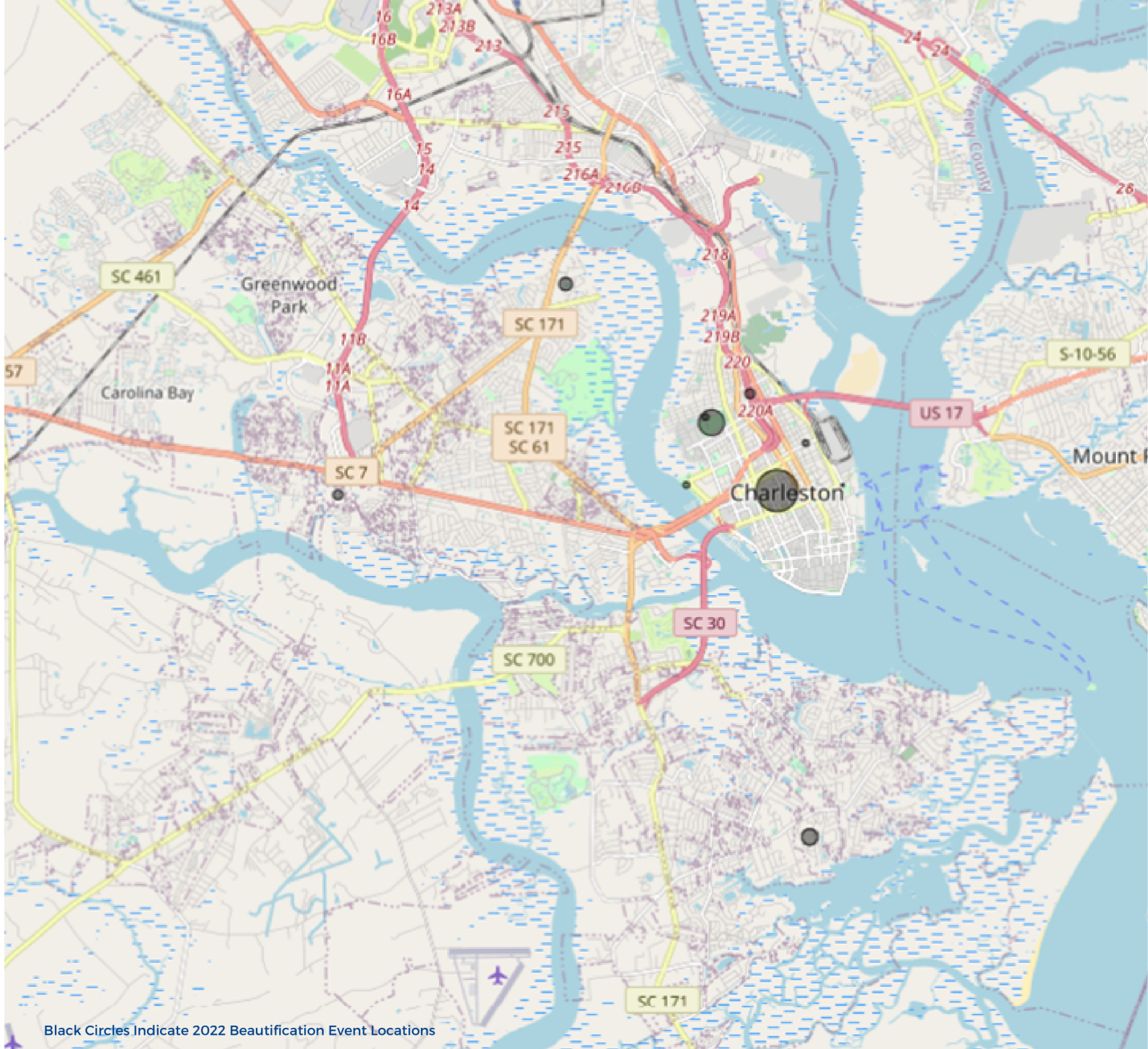
Keep Charleston Beautiful recently added more small beautification tasks to events that were typically focused exclusively on litter clean up. Volunteers conduct litter sweeps in many areas that are also plagued by illegal decals, graffiti, overgrown weeds, and blocked storm drains. Expanding volunteer tasks to include these small beautification efforts considerably improves the appearance of areas throughout the City. Volunteers now use rakes and yard bags to clear storm drains 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.



Also taking place in 2022, Keep Charleston Beautiful assisted with another round of mini-grants for the City's RainProof Charleston Rain Garden Installation Projects. These projects were completed on both private and public properties, and were aimed at capturing rainwater and mitigating flooding events. KCB assisted with some administrative tasks for this partnership effort with the City's Sustainability Division.

The City of Charleston Parks Department Administrative staff also completed four 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: 23

Total Acres: 596.83

Volunteers: 217

Volunteer Value: \$10,926

Daniel Island - 0%

James Island - 10%

Johns Island - 0%

Peninsula - 80%

West Ashley - 10%

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 gaps between routine maintenance by helping to prevent debris from entering drains to begin with and ensuring stormwater can efficiently flow into drains.



Example: Drain Clogged Leaf Debris

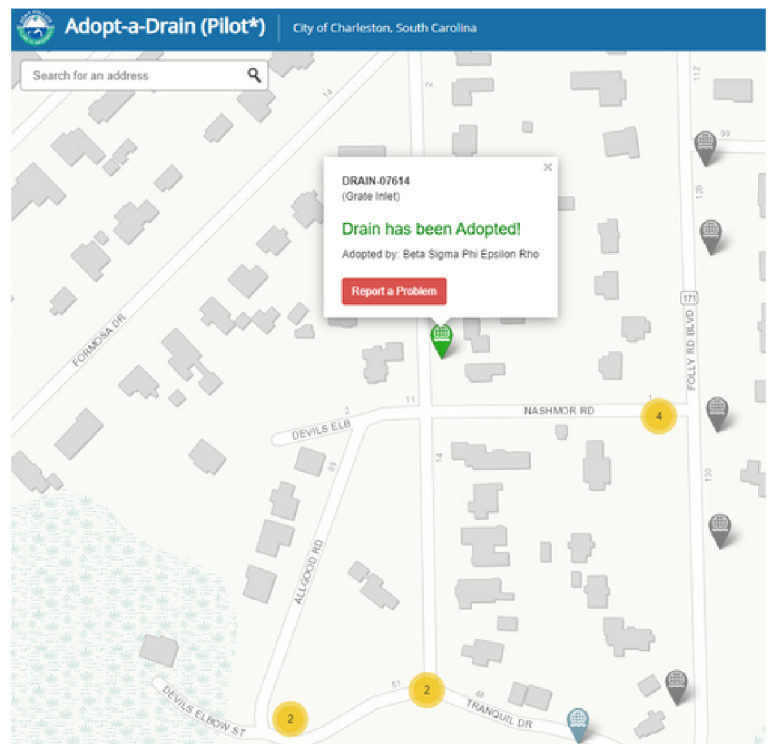


Example: Cleared Drain

"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 THEY CAN USE ALL THE HELP THEY CAN GET."

Benefits of Adopting a Storm Drain:

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



Beautification: Grant Project Spotlight

Did You Know: Each U.S. state observes their own Arbor Day holiday throughout the year to coincide with the state's optimal tree planting season? South Carolina celebrates Arbor Day each year on the first Friday in December. In 2022, South Carolina's Arbor Day took place on December 2nd.

In honor of this holiday, the City of Charleston collaborates with its Parks Department, Urban Forestry Division, and City Arborist to plan a tree planting event within the City. Trees bring much needed shade to the community, cleanse the air, can help reduce flooding, and minimize urban heat.

"CLIMATE CHANGE IS THE BIGGEST CHALLENGE FACING THE HEALTH OF OUR PLANET. AND WHILE IT WILL TAKE MANY SOLUTIONS WORKING TOGETHER TO MAKE A DIFFERENCE, TREES ARE THE PROVEN, AFFORDABLE, NATURAL WAY THAT CAN BE IMPLEMENTED QUICKLY TO PULL CARBON DIOXIDE OUT OF THE ATMOSPHERE TODAY. EVERY TREE PLANTED IS A STEP IN THE RIGHT DIRECTION."

-ARBOR DAY FOUNDATION

In 2022, the City of Charleston worked with the Arbor Day Foundation for a special tree planting event in celebration of South Carolina's Arbor Day. Hilton Grand Vacations made a charitable contribution to the Arbor Day Foundation to fully fund this tree planting project, and also provided employee volunteers to help plant the trees day-of.

A total of 13 trees were planted along Mary Murray Drive in Hampton Park. Two Live Oaks, five Crape Myrtles, and six palms were added to the area adjacent to the main parking lot in Hampton Park.

Hilton Grand Vacations volunteers, with HGV Serves, braved the cold on this December morning. They helped prep holes for the plantings; they prepped and placed trees, helped fill in holes, added mulch ground cover to each tree, and also added watering bags to each tree to ensure they would flourish. We can't wait to see these newly planted trees bring much needed shade to the area, protecting residents and visitors from future urban heat for decades to come. Keep Charleston Beautiful and the City of Charleston would like to graciously thank the Arbor Day Foundation and Hilton Grand Vacations for supporting this project in full and bringing it to fruition.

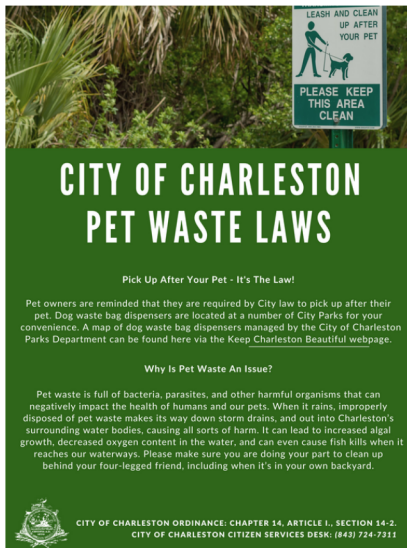


Beautification: Awareness

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 an estimated 450,000 convenience dog waste bags each year. That's about 112 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 2022, individuals and businesses sponsored 67% 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. Both temporary and permanent signage is often installed around City park spaces, encouraging people to pick up after their pet and to properly dispose of the waste. Signage and flyers typically include the City of Charleston ordinance regarding pet waste and the fines associated with not picking it up. In past years, KCB has even completed waste flagging events in public park areas to showcase the shocking amount of pet waste being left behind by owners. KCB also wants to encourage good habits, so occasionally we will award gift cards to those citizens "caught in the act" of picking up after their pet - aptly named, "The #1 For #2."

2022 Impacts: Pick Up After Your Pet Program



115 Public
Bag Dispensers



77 Dispensers
Sponsored



449,600
Bags Used



112 Tons of Pet 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. This pollinator focused program has continued in 2022. 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

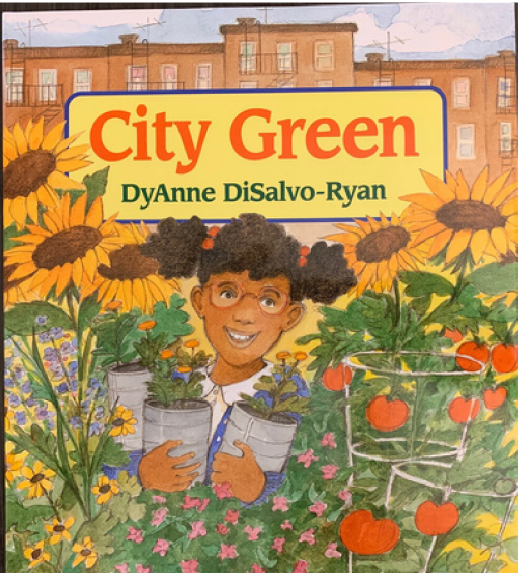


Accomplishments in 2022 include the following: Bee City T-shirts were sold as a fundraiser for the various projects of the Bee City USA Pollinator Program. Volunteers conducted a pollinator assessment survey at four City park locations, and as a result of those results, added additional native pollinator-friendly plants to Gadsdenboro Park (the park exhibiting the fewest number of pollinators). Volunteers also joined forces to help conduct a Bio Blitz of Hampton park, focused on pollinator species and their host plants. Volunteers logged the data and photos using the iNaturalist app.

National Pollinator Week took place from June 20th through June 26th. Keep Charleston Beautiful featured educational Instagram posts as an awareness tool for pollinator conservation. The most beneficial thing people can do is be aware of the issues concerning our 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 others 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 the Forces of Natural after-school club at Meeting Street Academy. The club focuses on educating students about a different environmental topic each week. For example pollinator conservation and habitat creation are both topics included in the program.

KCB's Great Charleston Cleanup event, which takes place from March to June each year, encourages school groups to plan and implement beautification projects in addition to just litter sweep initiatives. 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.

As part of the Great Charleston Cleanup, local school groups completed the following projects:

- Oakland Elementary School created a pollinator-friendly garden on their campus, planting over 20 plants.
- Charleston Charter School for Math and Science added pollinator-friendly plants to their campus, and students painted kindness rocks to accompany the new garden.
- Week of Hope Youth Group conducted a pollinator assessment survey of multiple City parks and added pollinator-friendly plants to Gadsdenboro Park.



Beautification: Event Spotlights

In February of 2022, volunteers from the College of Charleston's Center for Civic Engagement helped with Keep Charleston Beautiful's ongoing graffiti abatement project along the Lowcountry Lowline. The area was once plagued with vulgar graffiti, but with support from the neighboring community and some gracious sponsors, KCB has been working to cover the graffiti while at the same time breathing life into the space with an array of bright green colors (chosen by the neighborhood). The College of Charleston volunteers had a blast painting, and were able to paint ten new columns. This project runs from Romney Street, to the skate park boundaries, and then continues on the other side to Huger Street. This colorful project has greatly reduced the reoccurrence of graffiti in the area. Volunteers from the Medical University of South Carolina also helped expand upon this beautification project later in the year.



The City's Adopt-A-Block Program, newly launched in 2022, not only focuses on litter cleanup of Charleston roadways, but also encourages adopters to undertake acts of beautification as well in their maintenance efforts. While picking up litter definitely adds to the overall beauty of a public space, there are also other things that volunteers can do to help improve the beauty of their community. The Adopt-A-Block program encourages adopters to also (1) clear blocked drains of leaf debris and other blockages, (2) remove stickers and decals that have been illegally placed on infrastructure (USPS boxes, light poles, street signs, building facades, parking meters, etc.), (3) remove graffiti from the same infrastructure where applicable, (4) report downed/loose power and communication lines, (5) report garbage or recycling cans left out at improper times, and (6) keep tree wells and right of ways properly maintained and free of overgrowth. There are many improvements that can beautify a public space, and these are just a few.



In 2021, Keep Charleston Beautiful and our non-profit branch Friends of Keep Charleston Beautiful helped the Eastside Neighborhood citizens with a revitalization project for Hampstead Square Park. Along with neighborhood fundraising, a grant was provided by AARP to landscape and revitalize the Philip Simmons quadrant of Hampstead Park specifically. The project was a huge success, and the neighbors and local businesses continued to fundraise and solicit donations for the beautification of an additional quadrant in Hampstead Square, Mary Conway Park. Volunteers from the neighborhood came together with the Charleston Parks Conservancy, Master Gardeners, and City of Charleston staff to carry out the landscaping project at Mary Conway Park in November of 2022. What a beautiful addition to this public space.



Beautification: Volunteer Spotlight

During the summer of 2022, a youth group from North Carolina 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 with our graffiti abatement project along the Lowcountry Lowline, covering graffiti and adding bright green colors to this drab space. Each afternoon the volunteers skirted the hot summer sun by staying cool under the I26 overpass. Each morning when it was still cool out, the volunteers helped conduct pollinator species surveys in various City parks. They recorded each pollinator species seen in the park during a 3 hour period, and also recorded quantities of each and their possible host plants. As the conclusion of the surveys, Gadsdenboro Park was found to have the least amount of pollinator species, and so the volunteers added new pollinator friendly-plants to this area.







Waste Reduction & Recycling



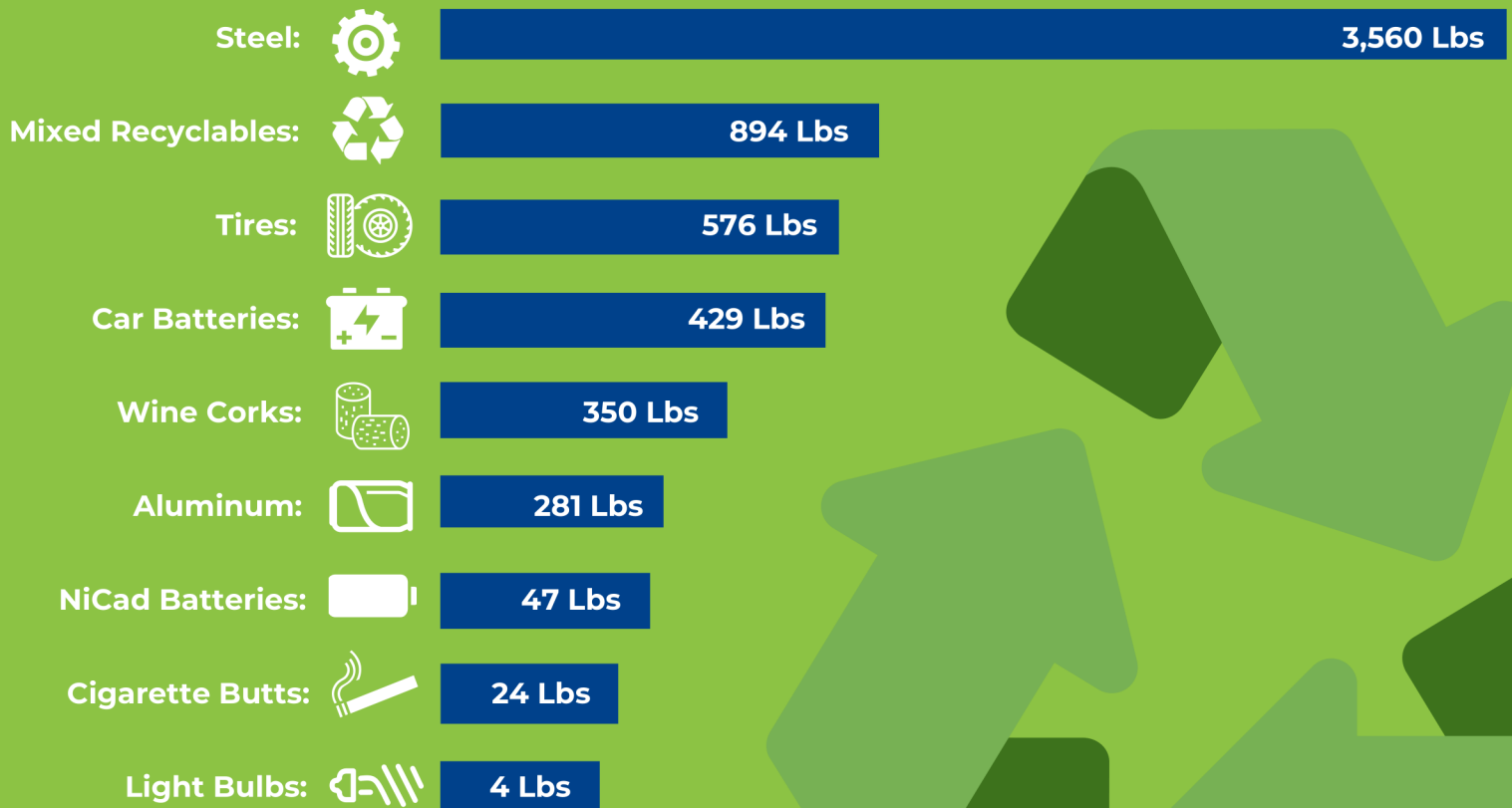
Waste Reduction & Recycling: Community Involvement

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 hosts a special collection event at central location on the Charleston peninsula to make it easier for citizens to keep the items mentioned above out of the landfill. Charleston residents are encouraged to clean out their closets and garages, and bring these usually difficult-to-recycle items to KCB for proper recycling.

In addition to recyclable collection 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.

2022 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 reducing the amount of waste going to landfills by providing both recycling and composting services for events taking place locally in Charleston.

Keep Charleston Beautiful assisted with 25 events in 2022, with an average landfill diversion rate of 91.4%, meaning 91.4 percent of waste produced during events is being redirected from a landfill to instead be recycled or composted.

Keep Charleston Beautiful offers event hosts varying levels of participation in the program. Event hosts can simply borrow receptacles, or can opt for KCB to be present during the event and provide volunteers to staff waste sorting stations and educate event attendees.

2022 Impacts: Lend-A-Bin Program



25 Lend-A-Bin
Events



91.4 Average
Diversion Rate



5999 Lbs of Compost
Diverted from Landfill



894 Lbs of Recyclables
Diverted from Landfill



6,590 Educational
Engagements



Waste Reduction & Recycling: Community Involvement



7 Receptacles Installed for Monofilament Recycling



In 2022, Keep Charleston Beautiful continued to expand its monofilament fishing line recycling program, thanks to the work of a local Eagle Scout. Seven new receptacles were added at various water-adjacent City parks.

Park patrons can place their used fishing line in these PVC receptacles. Each fishing line recycling receptacle is adopted by a community volunteer group, who helps empty the receptacles as needed. The collected fishing line 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 from recycled nylon monofilament fishing line and other recycled materials. These structures attract small fish, which in turn, attract larger fish, and soon the structure becomes a viable fish habitat in the same waters the lines were once cast and discarded.

If you are out fishing at our City parks, please make sure your fishing line is recycled via these monofilament recycling receptacles. These containers are also placed along docks, banks, and piers across the state by PalmettoPride and SCDNR.

Waste Reduction & Recycling: Awareness Efforts

Keep Charleston Beautiful works to raise awareness surrounding waste reduction and landfill diversion throughout the year. We often talk about composting as a form of recycling. When we use the term "recycling", we are talking about nature's "recycling" process of decomposing organic matter and returning it to the Earth where nutrients can be utilized in new plant production.

International Compost Awareness Week takes place the first week in May each year. Keep Charleston Beautiful participates in this awareness effort each year by sharing information on our social media pages. Keep Charleston Beautiful encourages residents to start a compost bin in their backyards, either with a store bought composting container or one they construct themselves. Keep Charleston Beautiful also helps explain the difference between backyard (small pile) composting and composting on an industrial/commercial scale. Keep Charleston Beautiful also educates residents about what items can and cannot be included in each.

In 2021, the City's Sustainability Division launched their pilot program for free residential composting. The pilot started with three drop site locations, on the peninsula, James Island, and in West Ashley. Residents register for the program and complete a short training to ensure they have adequate knowledge about the composting process. In 2022, the pilot program was added permanently to the Sustainability Division's Program offerings. The public participation was so positive, that new compost drop sites were added for the City in 2022. Sites were added at Governor's Park on Daniel Island, the James Island Recreation Center, and Elliotborough Park on the peninsula. Neighboring municipalities have also helped expand the residential composting program in their respective areas. The Bees Ferry Convenience Center, managed by Charleston County, began a compost drop site for residents in 2022. This is where the organic material from the collection sites was already being taken to be commercially composted, so it made sense to have a public facing drop site at this location. The City of Folly Beach set up a compost drop site at its Community Center. It is the hope that the program will continue to expand in 2023, with new sites being added to areas throughout the City, or even regionally, to help improve access for citizens. In 2022, over 108,400 pounds of food waste and organics were diverted from going to the landfill.

KCB encourages reducing and composting food waste when possible. Keeping food waste and organics 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, which manages recycling for Daniel Island in Berkeley County. Charleston County has recently increased their efforts 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 the efforts of Charleston County and answers recycling questions from citizens. In 2022, Charleston County opened their new Materials Recovery Facility in North Charleston, which can now process items that it typically couldn't prior (stock/beverage cartons). KCB is helping to educate the public about these recent changes.

Keep Charleston Beautiful regularly shares 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 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 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 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



During the past year, Keep Charleston Beautiful's Education Coordinator created the Forces of Nature after-school club, through a partnership with Meeting Street Academy. Students learned about the complete lifecycle of their waste, and where it goes after being thrown away. Forces of Nature topics covered how landfills operate, decomposition rates of different materials in landfills, recycling processes once bales leave the recycling facility, and composting processes.

Students developed comprehensive skills that provided them space to decide how best to dispose of their waste, and explored the multiple outcomes and alternatives for their waste items, including recycling, composting, upcycling, and repurposing.

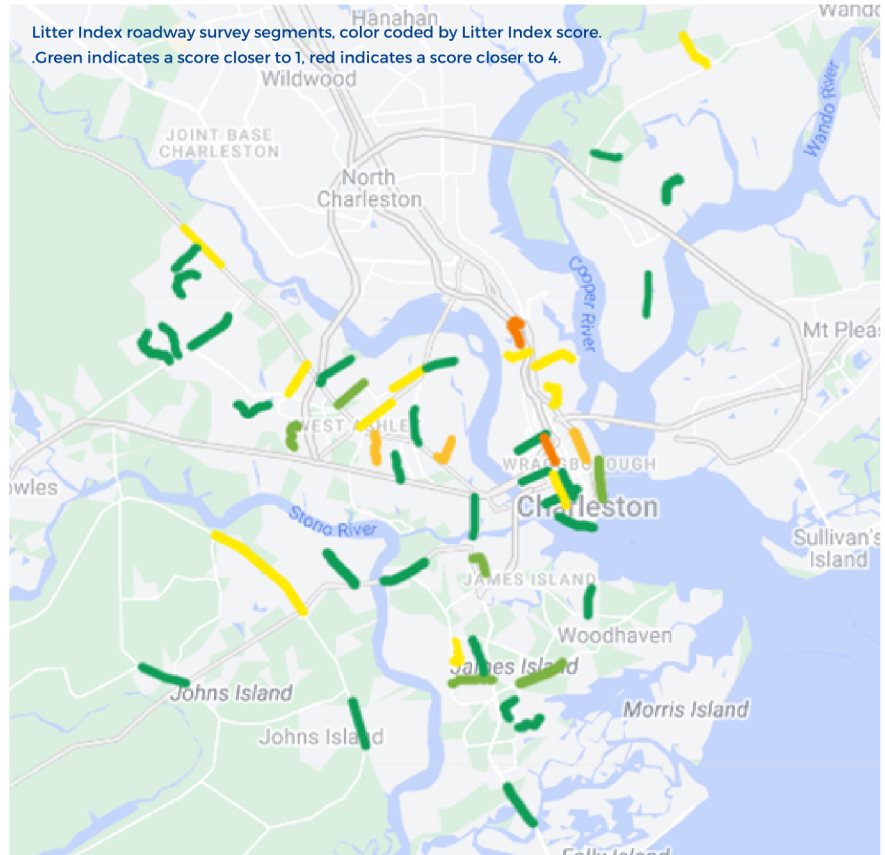
During the meeting focused on composting, Meghan McGill with SMART Recycling led students through a hands-on composting experiment, discussing the different components that make the composting process work. Students even took home their own mixture of biodegradable material to watch compost form over time.

A large, stylized green graphic on a solid green background. It depicts a hand with fingers spread, holding a recycling symbol (a triangle with arrows). The word "Administration" is written in white, bold, sans-serif font across the middle of the graphic.

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 set goals and develop effective community improvement education programs and projects. The average litter score for 2021 was 1.63, and decreased to an average of 1.51 in 2022.



1.51

2022 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 2022 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 2022 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 2022, 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 2023.

District 1 - 1.30

District 2 - 1.31

District 3 - 2.09

District 4 - 2.37

District 5 - 1.20

District 6 - 1.37

District 7 - 1.59

District 8 - 1.25

District 9 - 1.50

District 10 - 1.25

District 11 - 1.72

District 12 - 1.19

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 2022 Keep South Carolina Beautiful Conference included training sessions on the following topics:

- Updates from PalmettoPride and Keep America Beautiful
- New Executive Director Training
- KAB Dashboard Training
- Contingency Planning
- Affiliate Spotlight Presentations on Standout Programming
- Legislative Updates
- Board Management
- Utilizing Canva
- Navigating Change
- DHEC Updates
- Grant Workshop



Keep America Beautiful also holds a National Conference for affiliates, taking place each year in a different city. In 2022, Keep America Beautiful decided not to host the National Conference. This was related to the COVID19 pandemic. However, the conference is planned to return in 2023 and will take place in Washington, DC. Keep Charleston Beautiful staff plans to attend.



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.

In 2022, the Sustainability Division launched the free residential composting drop site program. Keep Charleston Beautiful helped to facilitate portions of this program, including some planning, promotion, and oversight of compost drop sites.

In 2021, the Sustainability Division started offering mini-grants for Rain Garden Installation Projects as part of its RainProof Charleston Program. The program's goals focus on reduction of flooding events and rainwater runoff. Approved applicants \$200 worth of funding to allocate towards the creation of a rain garden on their property. Twenty rain garden installations were completed in 2021. In 2022, another round of mini-grants was offered for rain garden installation projects, and those on the previous year's waiting list received a chance for funding. In total, 25 new rain gardens were installed on public and private properties in 2022.

While Keep Charleston Beautiful did not assist with monetary support of the program in 2022, KCB still assisted administrative tasks related to this program, marketing and promotion, and communication with program applicants.



Administration: Grants

PalmettoPride
awarded KCB \$9,350

In 2022, Keep Charleston Beautiful received \$9,350 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 various supplies for volunteers to utilize at litter cleanup events. 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 paint supplies were utilized for KCB's graffiti abatement program. Grant funds also helped with the purchase of pollinator-friendly plants for Keep Charleston Beautiful's pollinator habitat conservation projects. A portion of grant funding was allocated for compost hauling costs associated with KCB's Lend-A-Bin Program as well.

Coastal Community Foundation
awarded Friends of KCB
\$10,000
via Healthy Harbors Grant

In 2022, Keep Charleston Beautiful's non-profit organization, Friends of Keep Charleston Beautiful, received a generous grant from the Coastal Community Foundation in the amount of \$10,000. The grant funding offered to local environmental organization was a result of a lawsuit by Charleston Waterkeeper against Frontier Logistics. for polluting local waterways with plastic pellets (nurdles). The grant funds were being supplied to organizations with waterway cleanup initiatives in the Charleston area. In thank to this funding, KCB was able to install monofilament line recycling receptacles in many water-adjacent park locations, in an effort to keep fishing line from littering our waterways. KCB was also able to purchase cigarette butt receptacles, which in turn were provided free of charge to local water adjacent businesses in an effort to reduce cigarette butt litter. The grant funds were also used to start a kayak-based litter cleanup program for our creeks, streams, and ponds.

Administration: Staff & Board

Staff Directory

Jamie Gillette

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

Taylor Simkins

Keep Charleston Beautiful
Education Coordinator
SimkinsT@charleston-sc.gov

Board of Directors and Officers

Cheryl Carmack

Board Chairperson
Charleston Waterkeeper
Staff Scientist & Volunteer Coordinator

Rachel Barry

Board Member
Coldwell Banker
Real Estate Agent

Taylor Harris

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

Kayla Huff

Board Member
Charleston Parks Conservancy
Volunteer Coordinator

Kindall Brantley

Board Secretary
Vertical Roots
Sustainability Specialist

Erica Connery

Board Member
SC Department of Natural Resources
Outreach Biologist

Nathan Burnell

Board Member
The Alley Charleston
Chef

Meg O'Halloran

Board Member
Lowcountry Land Trust
Chief Advancement Officer

Megan Fink

Board Member
Goodwill Industries of South Carolina
Vice President of Marketing

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

www.facebook.com/kcblovescolleton

Keep Conway Beautiful

www.facebook.com/KeepConwayBeautiful/

Keep Darlington County Beautiful

www.darcosc.com/departments/recycling/recycling/greet_american_clean_up.php

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/boards_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.facebook.com/KeepHanahanBeautiful/

Keep Horry County Beautiful

www.facebook.com/KeepHorryCountyBeautiful

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

<https://www.keepnewberrybeautiful.com/>

Keep North Charleston Beautiful

www.keepnorthcharlestonbeautiful.org

Keep North Myrtle Beach Beautiful

www.nmb.us/234/Keep-North-Myrtle-Beach-Beautiful-Commit

Keep Oconee Beautiful Association

www.kobasc.com/

Keep OneSpartanburg Beautiful

www.keeptospartanburgbeautiful.org

Keep Orangeburg County Beautiful

www.facebook.com/KeepOrangeburgBeautiful/

Keep Pickens County Beautiful

keeppickensbeautiful.com

Keep Sumter Beautiful

www.sumtersc.gov/litter

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

Rock Hill Clean and Green

www.cityofrockhill.com/departments/public-works

Administration: Volunteer Groups & Individuals

Adopt-A-Block Participants	Friends of the Lowcountry Lowline
Afaxys	Giles Whiting & Chelsea Rennhoff
Alpha Kappa Alpha	Grafton Group
AMWins	Grimbal Rd AAH
Aquarium Collab	Hilton Grand Vacations
Arbor Day Foundation	James Island Elementary
Avery Research Center	James Simons Elem
Bio Blitz Volunteers	Kristen Johnson
Booz Allen Hamilton	Low Tide Brewing
Bridget Lussier	Lowcountry Dog Magazine
CARTA	Lowcountry Land Trust
Charleston Brewery District	Lowcountry Marine Mammal Network
Charleston Charter School M&S	MUSC
Charleston Collegiate School	Navy
Charleston Parks Conservancy	NSYLD
Charleston Running Club	Oakland Elementary
Charleston School of Law	Ohio State Alumni Group
Charleston Surfrider Foundation	Radcliffeborough Neighborhood
Charleston Waterkeeper	Rhapsody Fitness
Cinco De Mayo Festival	Riverfront Revival Music Festival
Citadel Leadership 101	Ronald Rose
Citadel TASC Program	Russell Tobin
City of Charleston Business and Neighborhood Services	Santi's Mexican Restaurant
City of Charleston Livability Division	Schnellecke
City of Charleston Mayors Office for Children Youth & Families	Sonepar
College of Charleston	South Carolina Aquarium
College of Charleston CCE	Stantec
Cora Physical Therapy	Sustainable Ocean Alliance
East Oak Forest Neighborhood	Synovus
Eastside Community Development Corporation	TAPS
Eastside Neighborhood Garden Club	Travis Zeiset
Edisto Open Land Trust	Wahine Surf Classic
Ethos Athletic Club	West Ashley High School DECA
Females In Action Running Club	Week of Hope Youth Group
Fred Clauson	West Ashley Revitalization Committee
French Quarter Neighborhood	Workiva
Friends of the Lowcountry Lowline	YELP Charleston and Others



Keep Charleston Beautiful
823 Meeting Street, Charleston, SC 29403
Phone: (843) 579-7501 Fax: (843) 579-7692
Email: GilletteJ@Charleston-sc.gov
Web: KeepCharlestonBeautiful.org