



Keep Kansas City Beautiful Annual Report October 1, 2007-September 30, 2008

Keep Kansas City Beautiful, in partnership with the City of Kansas City, Missouri and other governments, businesses and citizens, is creating a cleaner and more beautiful Kansas City. Guided by the key principles of individual responsibility, public-private partnerships, volunteer action and education, Keep Kansas City Beautiful coordinates several projects and participates in many collaborative efforts to prevent litter, reduce waste and improve the beauty of the community.

As a local affiliate of Bridging The Gap, a not-for-profit organization, Keep Kansas City Beautiful (KKCB) focuses on the fundamental principle of sustainability. Toward that goal, KKCB works with citizens and neighborhoods to develop leadership and organizational skills that will instigate positive future activity. In its beautification efforts, KKCB uses native and drought-tolerant plants that thrive despite erratic local weather patterns. KKCB also works to build relationships that create and sustain a cohesive, cooperative partnership network.

Affiliated nationally with Keep America Beautiful, Keep Kansas City Beautiful (KKCB) is guided by an active, diverse Board of Directors, and managed by one full-time and one half-time staff person. In November 2007, KKCB hired Emily Miller as full-time Program Manager. In December 2007, KKCB hired Arletha Manlove as half-time Program Associate. KKCB sponsors include the City of Kansas City, Missouri, Deffenbaugh Industries, Inc. and Kansas City Power & Light.

Litter Prevention, Beautification and Waste Reduction

Keep Kansas City Beautiful provides ongoing support to individuals, neighborhoods, community groups and partnerships to clean up litter, remove blight, plant sustainable gardens, recycle, provide environmental education opportunities and improve communities. Through its projects and collaborations, KKCB supported more than 5,800 volunteers who gave more than 16,300 hours and cleaned up more than 121 tons of litter, collected more than 3500 scrap tires for recycling, recycled more than 7 tons of materials, and surveyed litter across all of Kansas City, Missouri.

KKCB provided supplies to volunteers including 10,000 trash bags, 3,000 gloves, 2,000 pocket cigarette ashtrays, hand-tools and other items free of charge. Many of these items are distributed through the tool lending sheds located at the Community Recycling Centers at 91st and Hillcrest and 4707 Deramus.

KKCB staff responded to numerous phone and e-mail inquiries and attended meetings to support community and volunteer efforts. The value from volunteers and in-kind donations was worth \$321,418. For every dollar of government funding during the year, KKCB provided \$7.14 worth of public benefit.

Great American Cleanup

During Kansas City's Great American Cleanup™ (GAC) from March through May, KKCB involved 180 communities and assisted with 64 cleanup, recycling, beautification and environmental education events by providing supplies, project coordination, marketing and publicity support.



More than 5,400 volunteers gave 13,358 hours to clean 121 tons of trash from roadways, parks, rivers and neighborhoods, clear 53 illegal dumping sites, recycle more than 2,400 pounds of metal, and collect 3,575 scrap tires.

KKCB received more than \$12,700 in-kind donations and promoted sponsors, including Kansas City, Missouri, through banners at the events, website and electronic newsletter publicity and press releases. KKCB participated in the planning committees for Old Northeast and East 23rd Street PAC Cleanups.

Benton Boulevard Beautification Partnership

The Benton Boulevard Beautification Leadership Team, a collaboration of Keep Kansas City Beautiful, homeowners and property owners on the boulevard, educators, government agencies, neighborhood associations, entrepreneurs, volunteer groups, and religious leaders, came together through the vision of Henry Johnson, a developer of a property on Benton. KKCB obtained a \$10,000 grant through Keep America Beautiful and the Waste Management Charitable Foundation to fund the project.



The Benton Boulevard Beautification project is a grassroots initiative for community renewal, using beautification of a historic residential corridor as a catalyst to revitalize underserved neighborhoods. As the partnership network has grown during the project's first year, the leadership team created a framework for progress, implemented an action plan, and is now seeing results with increasing effect throughout partnering neighborhoods. 35 Volunteer partners gave a total of \$27,890 worth of time and effort helping to develop, plan, coordinate, and implement beautification activities. The partnership also developed strong relationships with several Kansas City, Missouri Departments, including Neighborhood Preservation and Parks and Recreation.

In its first year, the partnership conducted four community meetings to get feedback from Benton Boulevard residents, conducted a kick-off cleanup in October 2007, identified 12 blighted “hot spots” on Benton Boulevard and inspired a resident to further identify 32 more “hot spots” within the Santa Fe neighborhood. Further efforts included planting 12 demonstration gardens at 10 neighborhood markers and 2 churches, and planting 84 trees along the corridor. Students at the Kansas City Design Center researched demographics, architecture and economics along the Boulevard, then completed and presented a proposal for beautification as a strategy for economic revitalization.



Adopt-A-Spot

KKCB expanded its partnership with the Kansas City Crime Commission through the “Prairies on Prospect” project. The KC Crime Commission had previously adopted a nine-mile stretch of Prospect Avenue through the city’s Adopt-A-Street program in August 2007. During the first five months of the program, community service workers picked up seven tons of litter. Through their efforts, the Crime Commission identified five chronic areas of blight and adopted them through KKCB’s Adopt-A-Spot program.



KKCB obtained a \$2,500 grant through KAB and Scott’s Miracle Gro to fund the project. Lindy Stuerke, Roadside Manager with MODOT and former horticulturalist for Powell Gardens, partnered with the project to design the garden beds, define a signature list of native and drought-tolerant plant species, and train community service volunteers to plant and maintain the beds at each of the five locations.

Volunteers from the Gentlemen of the Roundtable and community service workers planted the gardens in September 2008 and will continue to maintain the beds on a weekly basis.

Green and Litter-Free Event Program

Keep Kansas City Beautiful continued to improve, expand and market the Green and Litter-Free Event program to assist events with recycling, litter-prevention and waste minimization. KKCB offered private consultation, recycling bins and materials for rent, litter cleanup supplies and education materials to event coordinators.



From October 1, 2007 to September 30, 2008, KKCB supported 48 events with recycling and education materials. Green Events served more than 288,000 event attendees with recycling opportunities and collected more than seven tons of materials including aluminum cans, plastic bottles, glass bottles, cardboard, paper and paperboard. KKCB distributed approximately 2,000 pocket cigarette ashtrays.

Dreamscape Makeover

KKCB held its first Dreamscape Makeover entry contest as part of an educational effort to promote sustainable beautification, the planting of native and drought-tolerant gardens that thrive despite erratic weather patterns in our area. The grand prize was \$10,000 of sustainable landscaping, and the runner-up won a small garden design. KKCB developed a partnership network of landscape architects, designers, and nurseries, who contributed in-kind donations to comprise the \$10,000 prize. In addition, KKCB fundraised approximately \$10,000 to support future sustainable beautification projects.



The First Prize design was contributed by Michael Ashley & Associates Landscape Architects. Labor and Materials were provided by Audrie Seeley & Co. Landscape and Garden Center. Other materials for first prize were contributed by the Prairie and Wetland Center, Family Tree Nursery, Missouri Organic and House of Rock. The second prize design was contributed by Metamorphosis Landscape Design.



Nancy Mohr of Kansas City, Missouri won the Grand Prize. An avid gardener, Nancy worked alongside labor crews and volunteers to transform her yard. 19 Volunteers participated in two days of the Dreamscape Makeover work week, learning from landscape professionals the importance and

benefit of native landscaping, how to prepare soil, plant and mulch beds, prepare and plant a rain garden and build a rain barrel. Second Prize went to Jennifer Hassler of Leawood, Kansas. The project was promoted through partner retail outlets, the KKCB website, internet newsletters, the Kansas City Star and the NBC Action News website.

National Public Lands Day

In partnership with the Kansas City Parks and Recreation Department, Bridging The Gap held its third annual National Public Lands Day event on September 27, 2008. More than 150 volunteers restored Swope Park by cleaning litter, removing invasive plants and planting, pruning and mulching trees in the park.

KKCB coordinated more than 85 volunteers who cleaned four tons of trash from the periphery of Lake of the Woods, Gregory Road and Oldham Road. A diverse group of volunteers included corporate and student groups, several of whom were introduced to Swope Park for the first time during the event and indicated interest in returning to enjoy the park.

Community Education and Volunteer Recognition



In addition to the experiential education provided through projects, Keep Kansas City Beautiful offered community education, shared success stories and recognized volunteers and partners in a variety of ways. KKCB shared insights through electronic newsletter articles that reached more than 5,000 people, presented educational information through the KKCB website, gave seven educational presentations on litter prevention, community cleanups and recycling to 90 individuals and engaged kids in the Fishing for Litter game at Bridging The Gap's annual EarthFest event.

Keep Kansas City Beautiful Board of Directors

Keep Kansas City Beautiful proudly welcomed three new members to its board. At the December 2007 retreat, the KKCB board voted in Mary Ellen Johnson, Section Sales Director with Philip Morris; and Rory Grounds, Director of Human Resources in Power Generation with Kansas City Power & Light. In July of 2008, the board welcomed Malenda Shahane, Sustainability Manager for UMB Bank. In August 2008, Allie Zaroor elected to take a one-year suspension from the KKCB board while she teaches English to students in Tokyo. During the December retreat, the board voted to hold meetings monthly, instead of bi-monthly. This implemented a goal to build momentum and strengthen committee activity.

Measurement and Evaluation

KKCB conducted the eighth annual Litter Index, a survey originally developed by Keep America Beautiful that KKCB and other communities across the nation use to evaluate and guide litter prevention efforts. Using a scale of 1-4, with one meaning “no litter” to four meaning “extremely littered,” volunteers evaluated a random sample of Kansas City neighborhoods designated into 34 clusters

This year, the city’s overall average level of litter increased slightly from 1.49 in April 2007 to 1.50, indicating the continued need for assisting neighborhoods with litter prevention and addressing the more challenging aspects of behavior change. KKCB publicized the mapped results to media outlets, community partners and on the KKCB website.

KKCB involved 71 volunteers who donated 284 hours to survey litter, record observations and provide office support. KKCB conducted six volunteer trainings. These were located throughout the city, including north of the river, in the Historic Northeast, in south Kansas City and midtown Kansas City.

In addition to surveying Kansas City, Missouri, KKCB trained volunteers and provided materials for the Ivanhoe Neighborhood Litter Index – a block-by-block survey of litter conducted several times a year by residents.

Bridging The Gap’s principle of partnering with government, businesses and citizens is clearly displayed in the work of KKCB. The KKCB board and staff have an ongoing commitment to strong neighborhoods. To that end, the program will continue to involve neighborhood leadership in the development of the organization.

This has been a year of significant expansion for Keep Kansas City Beautiful. Ongoing projects grew in their continued success, substantial new initiatives launched the promotion of sustainable beautification, and partnerships were developed that will strengthen our efforts for years to come.

Keep Kansas City Beautiful Board of Directors

Mike Spady, Chair
Coldwell Banker

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David R. Frye
Lathrop & Gage L.C.

Rory Grounds
Kansas City Power & Light

Mary Ellen Hermann-Johnson
Philip Morris USA

Margaret May
Ivanhoe Neighborhood Council

Constance Parker-Norton
Tension Envelope, Oak Park United Neighborhood

Les Washington
Neighborhood and Community Services, City of Kansas City, Missouri

Malenda Shahane
UMB Bank

Allie Zaroor
Community Volunteer, suspended board service Aug 2007-Aug 2008

Keep Kansas City Beautiful Budget

October 1, 2007 – September 30, 2008

Income

City of Kansas City, Missouri	\$ 50,000
Kansas City Power & Light	\$ 15,000
Keep American Beautiful Grant	\$ 10,000
Wright Tree Service	\$ 2,000
Green Events	\$ 1,371
Contributions	\$ 10,480
Other	<u>\$ 300</u>
*Total Income	\$ 89,151

Expense

Total Personnel	\$ 76,890
Professional Services	\$ 17,164
Travel, Training	\$ 5,718
Equipment	\$ 3,008
Other Expenses (Rent, Supplies, Postage, Utilities, Insurance)	<u>\$ 15,008</u>
*Total Expenses	\$117,788

*The \$28,637 deficit was covered by surplus donations from prior years.