



**KEEP DEKALB BEAUTIFUL  
APRIL 2018  
MONTHLY REPORT #8**

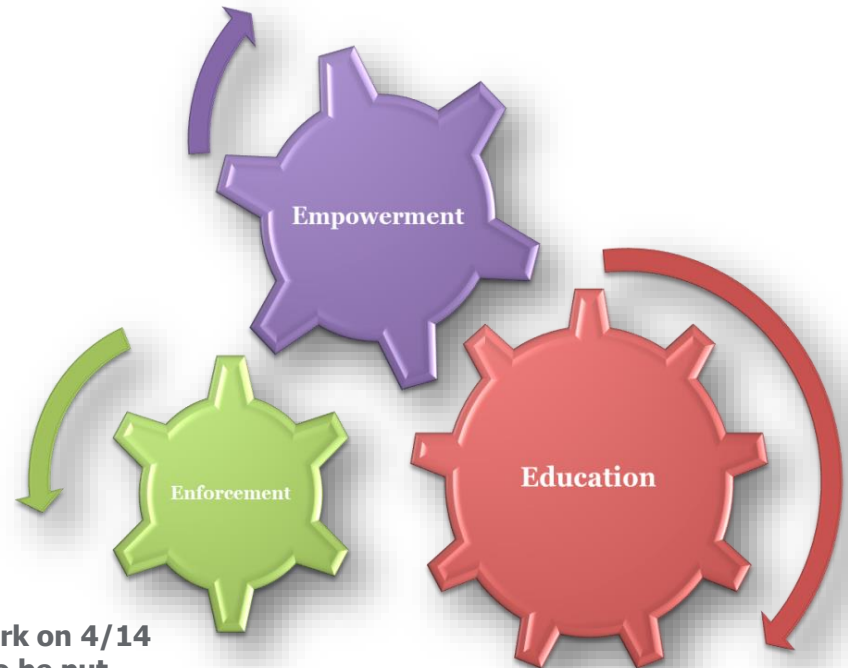


**DeKalb County**  
G E O R G I A

**Dekalb County Beautification Department**

# KDB MISSION & APPROACH

Our mission is to **Promote Clean, Attractive and Sustainable Communities** through **empowerment, community partnerships, regular maintenance and educational opportunities.**



Gordon Burkette awards \$1,500 check to Friends of Frazier-Rowe Park on 4/14 with Commissioner Rader, raised from our rain barrel workshop to be put toward their match for a Park Pride grant to purchase a pavilion for the park!



# STRATEGIC OBJECTIVES

Before the end of 2018, we aim to install new or replace older existing signage for:

- **100** Adopt-a-Road locations = 300-400 people
  - YTD: 19 completed
- **30** Adopt-a-Spot locations
  - YTD: 3 completed
- **30** Adopt-a-Stop (MARTA) locations
  - YTD: 3 completed

Host **3** public events per *month*

Attend **3** HOA/Civic Association meetings per *month*

Local nonprofit and community group partner, Envision Atlanta, works to clear the fence line and community garden beds at Brookside Park (4/21)!



# KDB ACTIVITY MONTHLY OVERVIEW

## APRIL 2018

226

New service requests

11

Average daily requests



Before and after – Kensington Road

Clean Communities Crews	Monthly	YTD
Bags Collected	4,138	13,541
Tires Collected	215	1,097
Tons of Trash Collected	30.2	124.2
Miles of Litter Removed	210	1,128
Illegal Signs Removed	370	1,876

### Roadside Enhancement

Miles of Road Mowed	285	535
Lots Mowed	30	54
Miles of Herbicide Sprayed	N/A	N/A

### Enforcement Activity

Warnings Issued	10	70
Inspections	52	152

# EMPLOYEES IN THE FIELD



Crews work to make Chamblee Tucker Road beautiful by applying herbicide, weed-eating, mowing, and blowing away grass clippings!



# ADOPT-A-PROGRAMS MONTHLY OVERVIEW APRIL 2018



## ■ Volunteer Hours

- 999

## ■ Newly Adopted Locations

- 10

## ■ Signs Installed

- 5

## ■ Supply Requests

- 32

## ■ Bags Collected

- 321

## ■ Tires Collected

- 108

Long-term partner Cedar Grove Neighborhood Association awarded Keep DeKalb Beautiful for their years of service to the group at their 1st formal cleanup, in conjunction with Commissioner Larry Johnson's 15th Annual Cleanup Series!



In April, volunteers removed **6,420 pounds** of material from streets, streams and public spaces!



# EVENTS OVERVIEW

## ■ Community Cleanups (35)

*Community group partners don our vests and pickup sticks to clean litter from the streets in their area with their neighbors.*

- 347 participants
- KDB coordinated community efforts with: Park Springs, Cedar Grove Neighborhood Association, Tucker Nature Preserve, Representative Michele Henson, residents along Snapfinger Woods Drive, and Envision Atlanta at both Brookside Park and Tobie Grant Recreation Center.

## ■ Barriers to Beauty Painting (3)

*Groups add artistic value to otherwise plain, but functional cement blocks KDB crews place to prevent dumping in a given area.*

- 63 participants

## ■ Rain Barrel Workshops (1)

*Partners learn about local water conservation through the creation of a rain barrel that they then take to install in their home or business.*

- 14 participants



Our rain barrel workshop on 4/26 was a hit at Central DeKalb Senior Center! The staff were excellent hosts, and we look forward to working with them again in the near future.

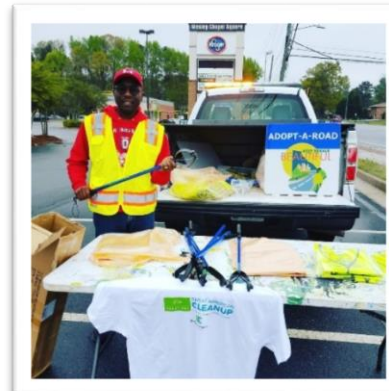
# THE GREAT AMERICAN CLEANUP COMES TO A CLOSE!

- The Great American Cleanup takes place from the first day of Spring (3/20) to the end of April. This is a time of heightened educational efforts surrounding the effect of litter in communities and encouraging people to take ownership in their neighborhoods.
  - A total of **68** cleanups with **535** participants were held throughout DeKalb County as we celebrated the GAC with Keep America Beautiful. KDB-coordinated events during this time include:
- **March**
  - **3/24** -- Rain Barrel Workshop to benefit Frazier-Rowe Park
  - **3/31** – Commissioner Johnson’s Memorial Drive Cleanup
- **April**
  - **4/3** – Barriers to Beauty Painting with DeKalb Juvenile Probation Office
  - **4/7** – Commissioner Johnson’s Wesley Chapel Road Cleanup
  - **4/7** -- Park Springs Community Cleanup w/ Commissioner Bradshaw
  - **4/10** – BOC Earth Day/Great American Cleanup Proclamation
  - **4/14** – Cedar Grove Cleanup w/ Commissioner Johnson
  - **4/14** – Tucker Nature Preserve Cleanup
  - **4/14** -- Fork Creek Mountain Park Barriers to Beauty Painting
  - **4/21** – Snapfinger Woods Drive Corridor Cleanup, Part 1
  - **4/21** – Commissioner Johnson’s Gresham Road Cleanup
  - **4/21** -- Cleanup w/ Representative Michele Henson
  - **4/21** – Earth Day Cleanup/Barrier Painting at Hairston Park
  - **4/21** – Envision Atlanta at Brookside Park and Tobie Grant Recreation
  - **4/24** – BOC ARC Green Communities Silver Designation Proclamation
  - **4/26** – Rain Barrel Workshop at Central DeKalb Senior Center
  - **4/28** – Commissioner Johnson’s Candler Road Cleanup



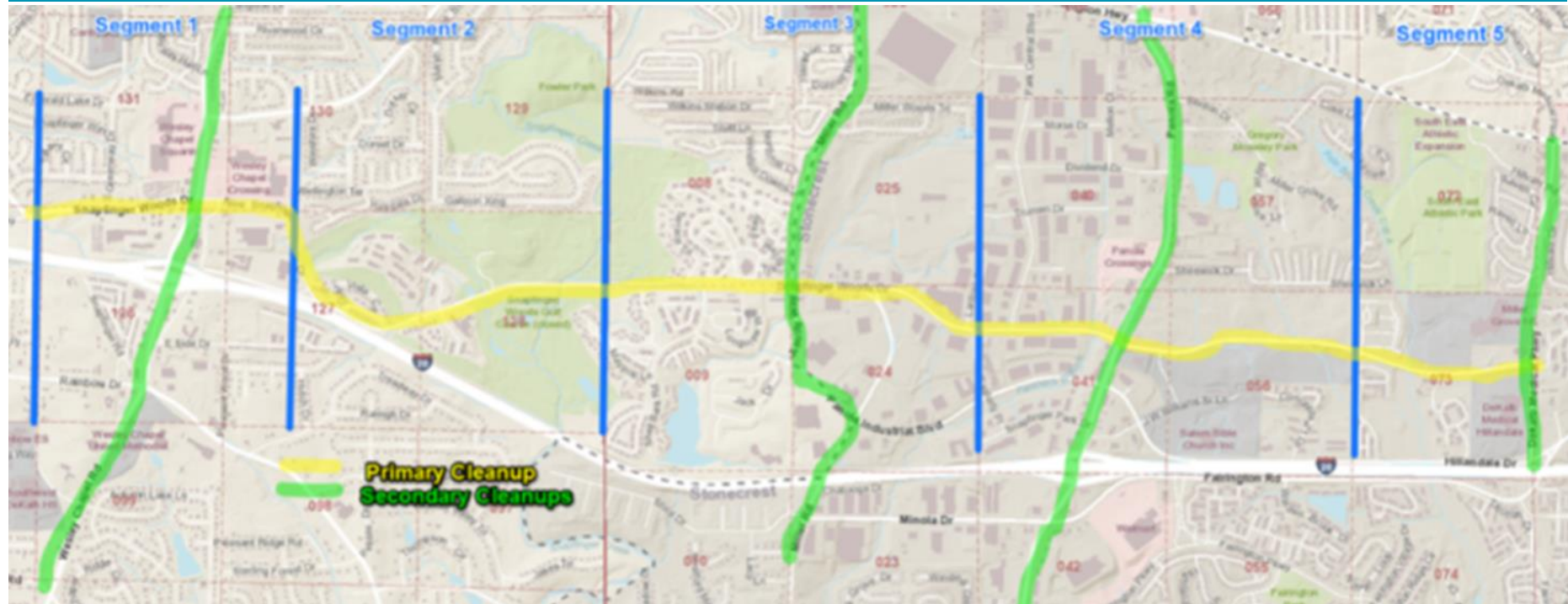
# COMMISSIONER JOHNSON'S 15<sup>TH</sup> ANNUAL CLEANUP SERIES

Larry Johnson has been a consistent, long-term partner with us, especially during the Great American Cleanup. He works with businesses and community groups alike to build their capacity and encourage a sense of ownership in the area. Thank you, Commissioner Johnson!



From Left to Right: Wesley Chapel (4/7),  
Gresham Road (4/21), Cedar Grove (4/14)

# SNAPFINGER WOODS DRIVE INITIATIVE



In recent years this corridor has experienced higher than average litter volume. Keep DeKalb Beautiful is promoting community based cleanups and other treatments in the Snapfinger Woods Corridor between Snapfinger Road/Parkway & DeKalb Medical Parkway through July of 2018. Secondary cleanups will occur on Wesley Chapel, Miller Rd, Panola Rd and DeKalb Medical Parkway.

This initiative is intended to reduce litter through educational outreach while breathing new life into existing groups and recruitment of new groups. Key institutions have been identified, including religious institutions, civic groups, local schools and others to make a cleaner DeKalb a reality.

# DEKALB SHERIFF DEPARTMENT/STATE COURT MONTHLY OVERVIEW, APRIL 2018



The DeKalb County Sheriff Department/State Court Community Service Program represents KDB's biggest partner in our Fight On Blight Campaign. Each week hundreds of people who are working off fines are taken out to perform community service projects throughout the county. Their activities range from litter collection to landscaping.

- During April, 247 Community service workers collected 61 bags of trash over the course of 5 workdays in the following locations:
  - Kensington Road
  - Jail complex
  - DFACS parking lot
  - Gresham Road
  - Wade Walker Park
  - Redan Park
  - Exchange Park



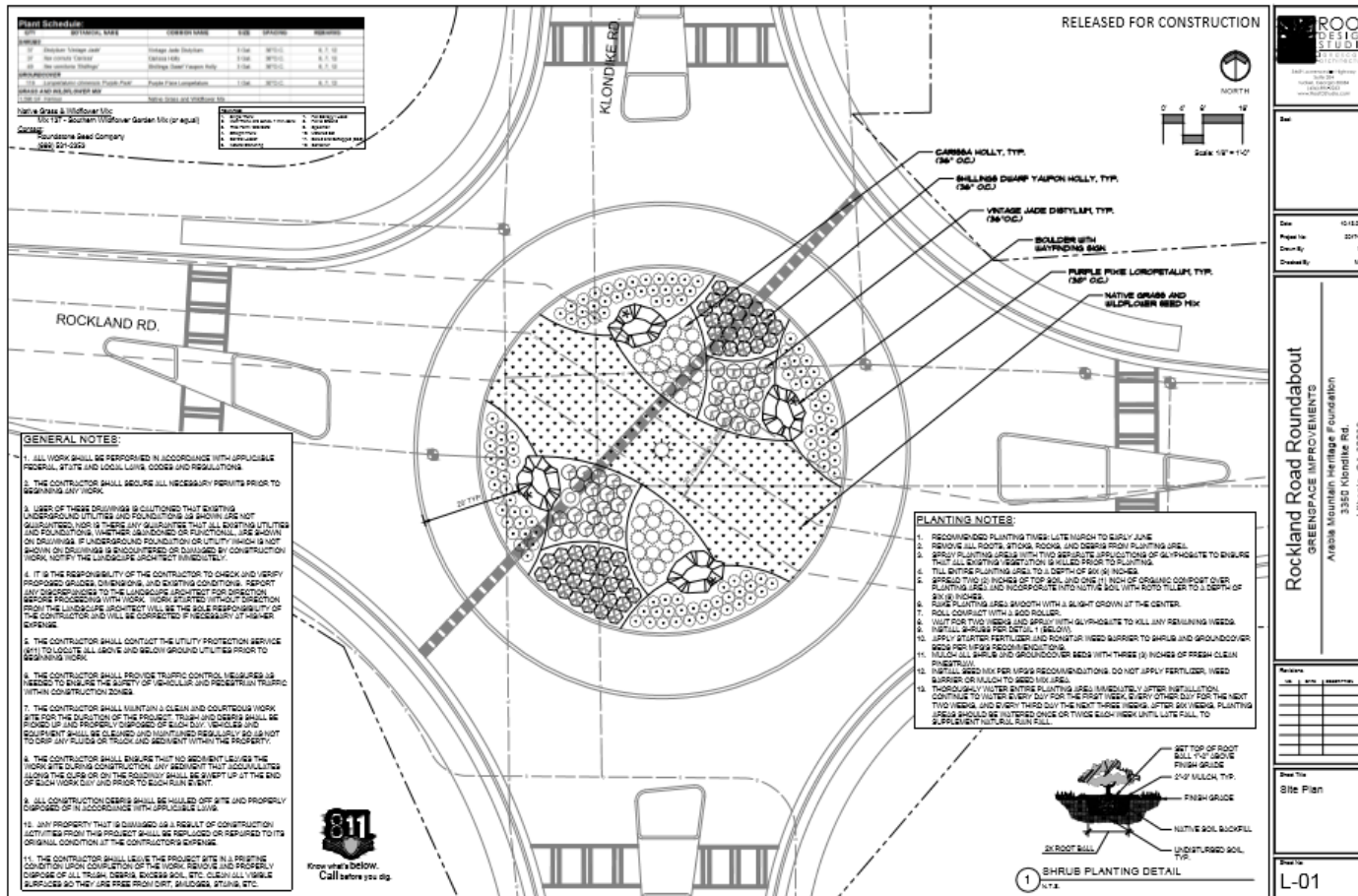
# JUVENILE PROBATION OFFICE PARTNERSHIP: BARRIER PAINTING



On April 3<sup>rd</sup>, individuals painted these beautiful barriers on Kensington Road with us; however, the value of this partnership extends far beyond the end-product. An advantage of reporting to the probation office other than the intended purpose – especially during Spring Break – is the ensured hot meal offered. Food security, coupled with structured activity, has been shown to reduce rates of this crime, as well as re-entry. Thank you to Juvenile Probation Officers Sadler and Love for continuing to engage with us in this crucial partnership!



# LANDSCAPING PROJECT ON ROCKLAND/KLONDIKE ROUNDABOUT



Through a partnership between the Arabia Mountain National Heritage Area Alliance, DeKalb Sheriff Department, State Court Probation Office, and Keep DeKalb Beautiful, the above plan represents landscaping soon to come to the Rockland Road and Klondike Road roundabout. This project has been highly anticipated, and we look forward to breaking ground in the coming weeks!

# COMMUNITY MEETINGS

- 4/6/18: Presentation of DeKalb's involvement with Atlanta Regional Commission's Green Communities program to Initiate for a Green DeKalb
- 4/12/18: Deer Creek subdivision presentation
- 4/13/18: CABA Meet-and-Greet, Cookout
- 4/23/18: East Metro CID presentation
- 4/24/18: CANN meeting with District 2 Friends of the Park groups
- 4/25/18: Berean Church upcoming event planning meeting
- 4/28/18: Commissioner Bradshaw's Quarterly "Breakfast in the Fourth"

*The importance of having impactful and regular meetings with our constituents and partners goes directly back to our mission to promote clean, attractive and sustainable communities through empowerment [and] community partnerships!*



# CANN MEETING, IN PARTNERSHIP WITH THE FRIENDS OF THE PARK PROGRAM



**Nancy Love, a Friend of Frazier-Rowe, invited us to speak with CANN on all that KDB has to offer park-focused groups in District 2. Beth Nathan, long-time resident and advocate, was given a proclamation by Commissioners Rader and Gannon due to her service with Recreation, Parks & Cultural Affairs' Citizen Advisory Board, Parks Bond Advisory Board, Initiative for a Green DeKalb, Friends of Mary Scott, CANN, and beyond over the past 20+ years. Thank you for all that you are and do!**

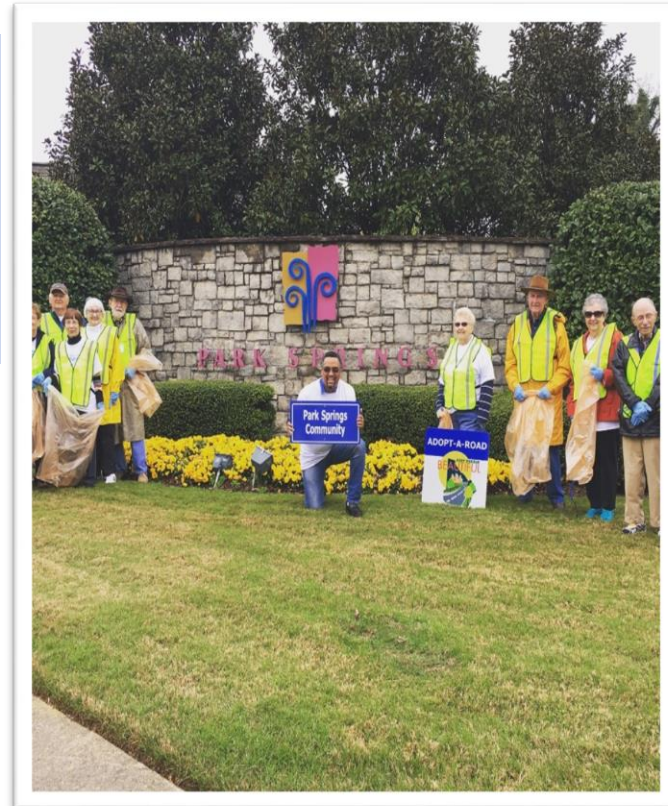
# COMMISSIONER BRADSHAW'S GREAT AMERICAN CLEANUP COMMENTS



On April 7 I was honored to deliver some opening remarks at the Park Springs First Annual Community Cleanup and Sign Dedication. Park Springs is a wonderful community in District 4 and I commend them for taking such pride in their community. I would like to thank Letitia Wallace for the invitation. And I would like to applaud Gordon Burkett and all the folks with Keep DeKalb Beautiful for organizing the event.

On April 21 I was honored to give welcome remarks at the Greener Good Volunteer Day celebrating Earth Day in Hairston Park. Hairston Park is jewel in District 4 and DeKalb County. My office was pleased to make a significant allocation to Hairston Park last year. I want to commend Gwen Stegall, Jan Costello, Patrick Medley, and all the members of the Friends of Hairston Park Group for embracing this project. They have set an example for others to emulate. There were over 80 volunteers who participated and it warmed my heart to see that much community engagement. I also want to thank John Ahern from Park Pride and our own Parks and Recreation Department for being so professional and supportive of that event.

**Right: Park Springs Community posing alongside Gordon Burkette and their official signage! Thank you to Commissioner Bradshaw for speaking to the enthusiastic members of our event!**





# EARTH DAY/GREAT AMERICAN CLEANUP BOC PROCLAMATION, 4/10



Despite Earth Day being a single day, or the GAC lasting over a month, every day is Earth Day here at KDB. We celebrated this kick-off by publicly awarding the Friends of Frazier-Rowe Park their \$1,500 check, amassed during our rain barrel workshop on 3/24!

# GREEN COMMUNITIES BOC PROCLAMATION, 4/24



**In honor of our 3<sup>rd</sup> round of certification with the ARC Green Communities program, we proclaimed this day as an ongoing commitment not only to the program itself, but all of the 'green' ways of business outlined therein.**

# BUSINESS PARTNERSHIP SPOTLIGHT: GCICID



Greater Conley Industrial CID, in collaboration with CABA, celebrating the trials and successes of their organization. Services KDB has provided to date include blocking off roads and laying barriers to prevent dumping, conducting cleanups, as well as removing over 2,000 tires over the last 2 years. Commissioners, county staff, and local employees work together to keep industrial business areas such as these beautiful!

# COMMUNITY CLEANUP SPOTLIGHT: WAVERLY PLACE, CLARKSTON



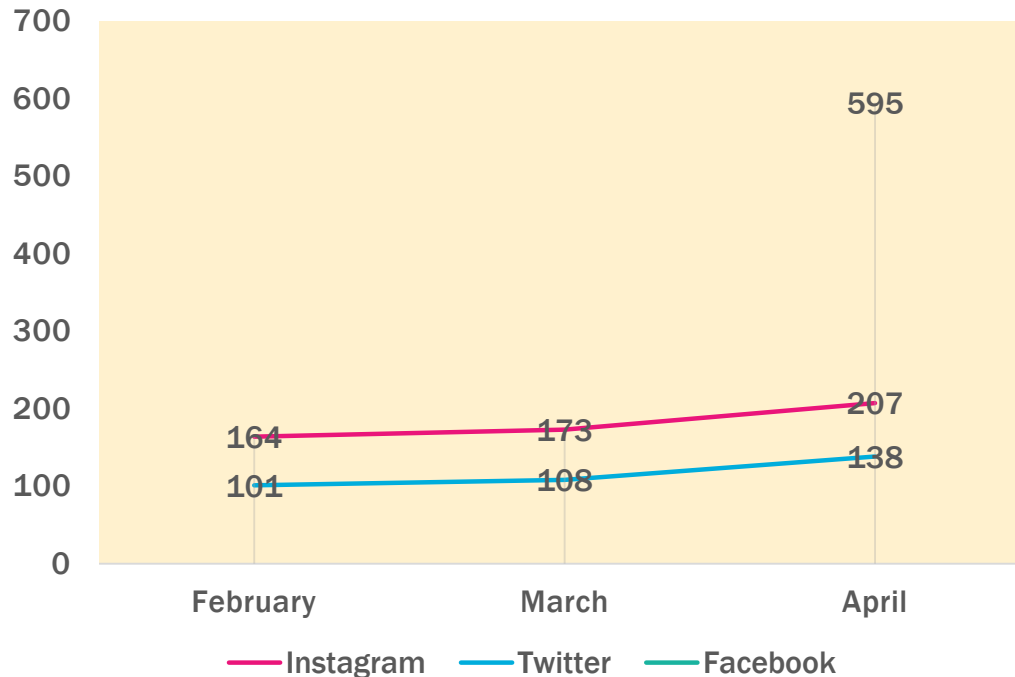
Residents of the Waverly Place Apartments in Clarkston cleaned up the surrounding area in response to a news article about an abandoned building being torn down nearby. According to the organizer, the kids wanted to show that they cared about where they lived by taking ownership in this way. Thank you to all involved for making your community a cleaner and safer place!

# SPECIAL ACTIVITIES: GREAT AMERICAN CLEANUP BARRIER PAINTINGS



(Left to Right): Fork Creek Mountain Park's Gardening Club hosting our barrier painting (4/14); During Hairston Park's "Greener Good" Earth Day cleanup + barrier painting on 4/21, participants painted 6 barriers and compiled 47 bags of trash with our pick-up supplies! This program is critical in our approach toward the prevention of illegal dumping in communities.

# SOCIAL MEDIA REPORT



- ❖ **Twitter, Instagram,** and **Facebook** numbers based upon Likes (**FB**) and Followers (**Twitter, Insta**).
- ❖ **Facebook** analytics were not available until April.
- ❖ **Nextdoor** analytics not on a Like/Follow system; however, this is one of our most engaged platforms.

The growth in our social media outreach is critical in keeping our base informed and engaged with new opportunities for involvement. We are quick to respond to inquiries, as well as publicly praise our partners' good work.



# LESLIE AGEE'S NEWSLETTER SHOUTOUT



DeKalb County  
GEORGIA

April 2018 Edition

## Social Media Newsletter

### Department Highlight

This month I would like to highlight the Keep DeKalb Beautiful team for their progress on social media. KDB has amped up its social media content by joining Nextdoor to promote community events, as well as posting to Facebook, Twitter and Instagram. KDB posts content to promote upcoming events and share photos and videos of successful cleanups. If you do not follow Keep DeKalb Beautiful on social media, be sure to do so!

Thank you for recognizing the work that we have been doing! Stay tuned to our channels for more opportunities!

