



**KEEP DEKALB BEAUTIFUL
MAY 2018
MONTHLY REPORT #9**

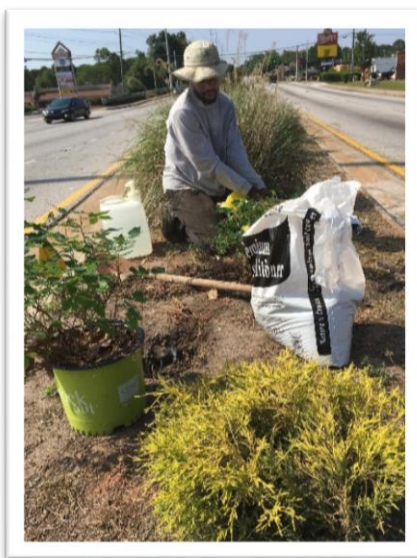


DeKalb County
G E O R G I A

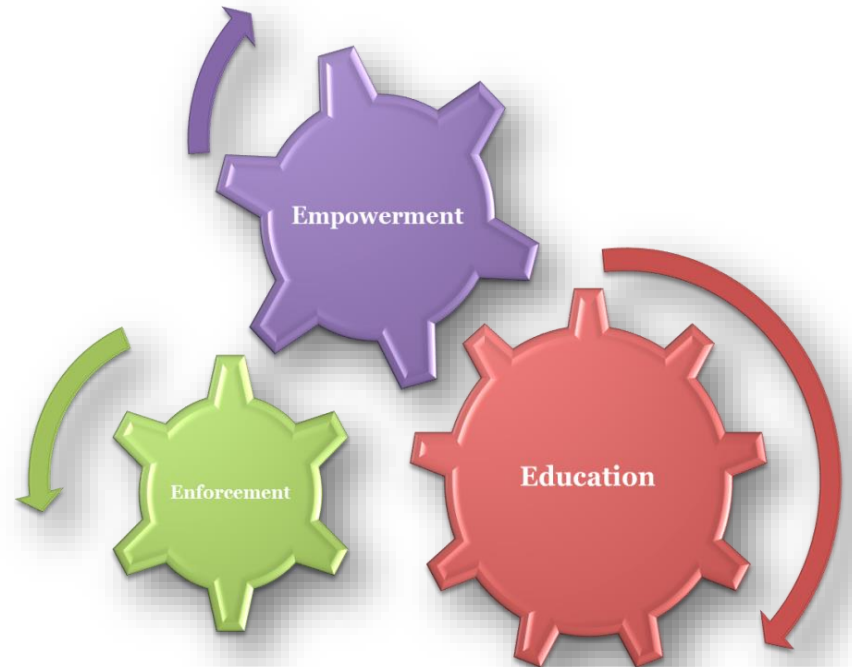
DeKalb County Beautification Department

KDB MISSION & APPROACH

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



Greater Hidden Hills group working to maintain their median landscaping project on 5/10/18 on S. Hairston Road!

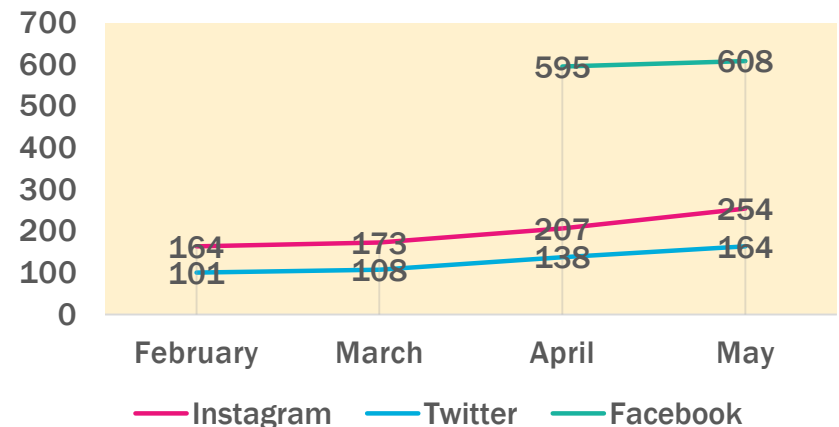


HEARING FROM YOU MAKES US BETTER!

Social media has long been a staple to KDB communications, but Nextdoor has taken this to new levels. In May, we posted 8 items that **made over 159,000 impressions, where 400** people said “Thanks”, and **200** unique comments were received. This means for **every post we make, 20,000 unique county residents see and/or interact with us.** We use this to develop programming, prioritize maintenance & capital projects, and receive critical feedback to make what we do better. Thank you, DeKalb!



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



Twitter, Instagram, and Facebook numbers based upon Followers.



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: 21 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*



(Left to Right):
KDB crews display
new signage,
available for
groups to enhance
roadside safety;
Clean Community
Crews beautify
Church Street!

KDB ACTIVITY MONTHLY OVERVIEW

MAY 2018

518

New service requests

22

Average daily requests



Before and after – Marbut Road

Clean Communities Crews	Monthly	YTD
Bags Collected	4,629	18,170
Tires Collected	275	1,372
Tons of Trash Collected	30	155
Miles of Litter Removed	277	1,405
Illegal Signs Removed	1,690	3,566

Roadside Enhancement

Miles of Road Mowed	185	535
Lots Mowed	15	54
Miles of Herbicide Sprayed	N/A	N/A

Enforcement Activity

Warnings Issued	8	70
Inspections	48	152

EMPLOYEES IN THE FIELD



**(Left to Right):
Crews work to make
Glendale Road,
Berline Drive, and
Flat Shoals Parkway
beautiful during the
onset of our high-
mowing season!**

ADOPT-A-PROGRAMS MONTHLY OVERVIEW MAY 2018



■ Volunteer Hours

■ 487

■ Newly Adopted Locations

■ 2

■ Signs Installed

■ 2

■ Supply Requests

■ 17

■ Bags Collected

■ 538

■ Tires Collected

■ 62



Our newest Adopt-a-Road partner, Classy Living Society, keeping their stretch of N. Decatur Road from Church Street to DeKalb Industrial Way beautiful!

In May, volunteers removed **10,760 pounds** of material from streets, streams and public spaces!



EVENTS OVERVIEW

- Community Cleanups (30 recorded)

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

- 200 participants

- Barriers to Beauty Painting (2 recorded)

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

- 48 participants

- Rain Barrel Workshops (1 recorded)

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

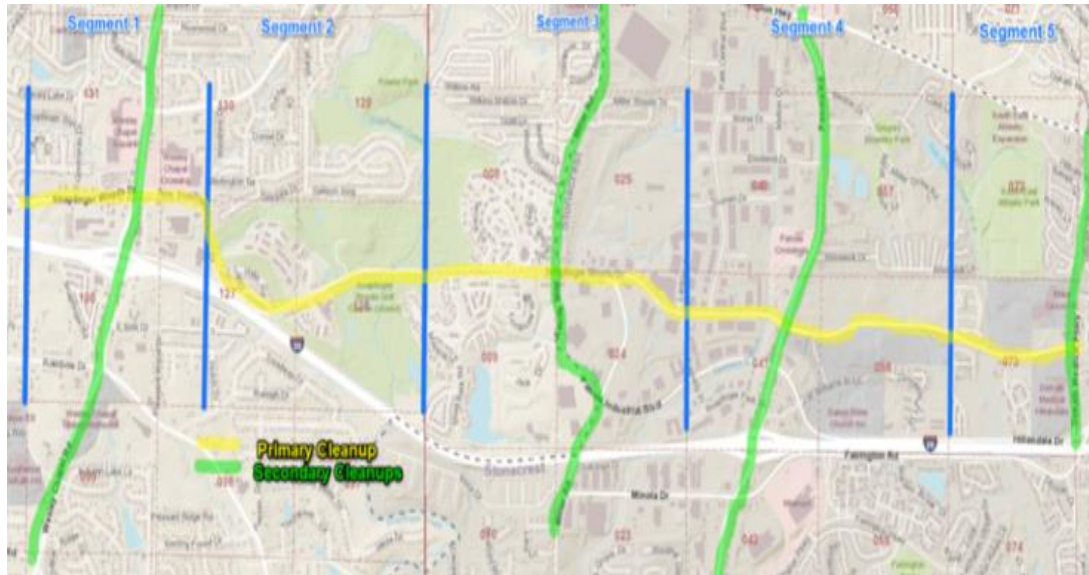
- 20 participants



(Left, Above): Our Barriers to Beauty painting was a fun way to end the school year at Columbia High School on 5/7; Market-goers at Fresh on DeK Kickoff created these masterpieces!



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 the newly extended time of June 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. Please join us for our latest installation, taking place on Saturday, June 16!



Come out and join in the **SNAPFINGER WOODS DRIVE** *Community Cleanup*

Saturday, June 16, 2018

Cleanup begins at 10:30 a.m.

**2863 Kelley Chapel Road
Decatur, Georgia 30034**

*(Southwest DeKalb High
School parking lot)*



Participants include:

- ❖ Transforming Faith Church
- ❖ The Life Center

*For more information contact:
Teresa Williams, Coordinator @ 678-278-5408
or teresawilliams1309@gmail.com*

DEKALB SHERIFF DEPARTMENT/STATE COURT MONTHLY OVERVIEW, MAY 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 May, 399 Community service workers collected 276 bags of trash in the following locations:

- DeKalb Memorial Park
- DFACS Wade Walker Park
- Durham Road
- Eastlake Park

Jail Complex
Kensington Road
Midway Park
Redan Park

COMMUNITY MEETINGS



- 5/1/18: Chattahoochee Riverkeepers
- 5/3/18: City of Tucker

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!

SPECIAL ACTIVITIES: RECOGNIZING OUR PARTNERS



(Left to Right): Presenting new signage to dedicated Adopt-a-Stop member and gardener, ramonsaintramon, on 5/10/18; Presenting "Most People Power" award on 5/16/18 to MLK High School NJROTC due to their deployment of at least 250 unique volunteers over the course of their cleanup events in 2017!