

COMMISSIONER UPDATES - #2

SUBJECT: Keep Henderson County Beautiful

PRESENTER: Vice-Chair McCall

ATTACHMENTS: No

BACKGROUND INFORMATION:

At the Board's January 20, 2021 meeting, Vice-Chair McCall discussed the amount of litter along the roadways in Henderson County. At the February 17, 2021 meeting, Lonnie Watkins presented information on DOT Litter Programs, including Adopt-A-Highway, Sponson-A-Highway NCDOT Contract Litter Removal and Litter Sweep. Henderson County Solid Waste's current litter prevention programs include enforcing state and local cover requirements, do not charge NCDOT for roadside litter, do not charge local organizations for waterway or right-of-way cleanups (with pre-approval), staff conduct litter cleanups along Stoney Mountain Road and equipment requirements for permitted haulers. Henderson County Staff has done some additional research on options to address this item and will provide that information to the Board.

STAFF RESEARCH:

Christine Wittmeier, Environmental Programs Coordinator, has researched the options for Henderson County to combat litter including:

- a) Increase marketing of NCDOT litter programs
- b) Affiliate with the Keep America Beautiful program
- c) Still participate in KAB programs but do not affiliate
- d) Participate in other local events

The KAB affiliation offers networking opportunities, training/educational materials and community impact grants. The affiliation process starts by obtaining a letter of support from the Chairman of the Board, submitting the application and a one-time certification fee of \$4,500. The annual fee after certification is \$345 for our population.

The one-time certification fee listed above supports the initial development of Keep Henderson County Beautiful including:

- Training materials and step-by-step instructions on developing Keep Henderson County Beautiful.
- Travel expenses for the Keep America Beautiful Trainer to visit Henderson County as well as ongoing mentoring and support by the Trainer throughout the process.
- Attending a goal-setting session to develop an action plan for the first year.
- Stipend for affiliate to travel to the Keep America Beautiful National Office (Stamford, CT) for in-depth 1½-day training workshop.

The Board is requested to discuss, and direct staff accordingly.



Henderson County Beautification

Christine Wittmeier
Environmental Programs
Coordinator

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Background

- **January 20, 2021** - Vice-Chair McCall discussed the amount of litter along the roadways in Henderson County.
- **February 17, 2021** - Lonnie Watkins presented information on DOT Litter Programs, including Adopt-A-Highway, Sponsor-A-Highway NCDOT, Contract Litter Removal and Litter Sweep.
 - 51 active Adopt-a-Highway groups
 - 4 Sponsor-a-Highway programs

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Solid Waste's current litter prevention programs:

- Enforce state and local cover requirements (§ 20-116, 95-17 Solid Waste Ordinance)
- Do not charge NCDOT for roadside litter
- Do not charge local organizations (*with pre-approval*) for waterways or rights-of-way cleanups
- Litter pickup along Stoney Mountain Rd as needed
- Require permitted haulers to secure load with "purpose-built equipment" for regulated waste

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Other ways the County can combat litter:

- a) Increase marketing of NCDOT litter programs
- b) Affiliate with Keep America Beautiful
- c) Still participate in KAB programs but do not affiliate
- d) Participate in other local events



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Market NCDOT's Litter Programs

- Highlight joining Adopt-A-Highway and Sponsor-A-Highway programs
- Encourage residents to participate in April and September Litter Sweep
- Add "Swat-A-Litterbug" link to the website
- Educate residents on how to report a problem to NCDOT



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Keep America Beautiful

Mission is to inspire and educate people to take action every day to improve and beautiful their community environment.

- **Goals:**

- End littering
- Improve recycling
- Beautify communities

- **Programs:**

- Great American Cleanup
- America Recycles Day
- Cigarette Litter Prevention
- Event Resources
- Community Grants



KEEP AMERICA
BEAUTIFUL

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Affiliate with Keep America Beautiful

- Includes networking opportunities, training/educational materials and community impact grants
- One-time certification fee of \$4,500 (\$350 annual fee)
 - Training materials and instructions on developing Keep Henderson County Beautiful.
 - Travel expenses for the Keep America Beautiful Trainer to visit Henderson County as well as ongoing mentoring and support by the Trainer throughout the process
 - Development of an action plan for the first year.
 - Stipend for affiliate to travel to the Keep America Beautiful National Office (Stamford, CT) for in-depth 1½-day training workshop.

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Participate in KAB events without becoming an affiliate

- Non-affiliates may participate in the Great American Cleanup and America Recycles Day but do not have access to the resources



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Other local events and programs

- Clean Streams Day in May
- WNC Big Sweep in September
- Spring Cleaning on the Green River
- Plastic pollution documentation and sampling
- Trash Trout



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