

KWB 2019

Annual Report to
Mayor and Aldermen

Community Litter Index

- ▶ Keep American Beautiful requires an annual survey done by an affiliate to determine degree of litter in a community.
- ▶ KAB has specific definitions, scoring and instructions.
- ▶ KAB provides a formula to determine the Index score.

- ▶ KWB performed this survey on July 23, 2019
- ▶ Areas studied in 2017, 2018 and 2019: Wards 1,2,3,4; Beach Blvd and Hwy 90 from city line to city line. We added Beach and Hwy 90 in 2019.

Optional Category 1: Illegal Signs

- ▶ 2017: 28
- ▶ 2018: 8
- ▶ 2019: 0 (we did not count signs on Hwy 90 that are being addressed currently)

Optional Category 2: Graffiti

- ▶ 2017: 3
- ▶ 2018: 9
- ▶ 2019: 0

Optional Category 3: Junk cars

- ▶ 2017: 18
- ▶ 2018: 10
- ▶ 2019: 15
- ▶ Note: majority of the 15 were from the Animal Hospital on Hwy 90. There were many more there; 15 was our cut-off.

Optional Category 4: Outside storage

- ▶ 2017: 13
- ▶ 2018: 10
- ▶ 2019: 8

Mandatory: Litter scale

- ▶ **1: Minimal or No Litter:** generally neat and tidy; 1-2 small items in a city block
- ▶ **2: Slightly littered:** small amount; site can be cleaned in a short time; eye not continually grabbed by the litter items
- ▶ **3: Littered:** visible litter catches your eye frequently; considerable effort to clean
- ▶ **4: Extremely littered:** litter first thing noticed; strong impression for lack of concern about litter, maybe an illegal dump

Litter Index Score

- ▶ 2017: 2.4
- ▶ 2018: 2.6
- ▶ 2019: 1.34

Our index score reflects the comments we keep hearing about Waveland being a clean city. As scorers, we felt the same way driving around.

Index scores by areas:

- ▶ Ward 1: 1.20
- ▶ Ward 2: 1.66
- ▶ Ward 3: 1.40
- ▶ Ward 4: 1.20
- ▶ Beach Rd: 1.25
- ▶ Hwy 90: 1.50

A few other points:

A. Breakdown by Scoring Categories:

- ▶ Average Scores of 1: 39
- ▶ Average scores of 2: 3
- ▶ Average scores of 3: 1
- ▶ Average scores of 4: 1

B. KWB sent Josh Hayes a list of 8 properties we noticed during this study.

C. We added “Tires dumped illegally” and we found none!

Keep America Beautiful data on
KWB contribution and benefits
7/1/2018 to 7/1/2019

- ▶ Number of volunteer hours: 18,565
- ▶ Total value of volunteer time: \$458,425.35
- ▶ Cost benefit: \$86.68 benefit for every \$1 of government dollars.
- ▶ Planted 100 trees(including palm trees)
- ▶ Planted over 85 shrubs and plants
- ▶ Number of new, maintained or improved green spaces: 10
- ▶ Estimated over 600 pounds of litter and debris collected and over 50 pounds of litter/debris recycled.

KWB 2019 Beautification Projects

- ▶ **KWB strives to coordinate beautification projects around city events so the city looks her best when we have visitors.**
- ▶ **Participation in Clean up Days**
 - ▶ **Rock your Block County-wide Cleanup**
 - ▶ **Great American Cleanup**

KWB Beautification Projects 2019 continued

- ▶ Successful Beach Palm Tree Project (started in 2018)
 - ▶ Planted 87 palm trees along Waveland's beach
 - ▶ Over \$10,000 donated by citizens for their trees
 - ▶ \$13,000 from the City to support this project

KWB Beautification Projects 2019

Tennessee Volunteer Week

KWB was asked to coordinate this project. Over 75 volunteers plus chaperones were coming to help Waveland beautify areas of the city... four days in June!

Projects completed:

- ▶ City Hall gardens and helped staff inside to clean and organize
- ▶ Town Green: planted gardens, painted gazebo, laid sod, planted trees
- ▶ Ground Zero Museum: clean and added trees and plants to gardens; cleaned and helped staff organize closets
- ▶ Gex Park: cleaned entire park, pruned trees, planted flowers

KWB and Tennessee volunteers

June 2019

- ▶ Coleman Ave: pruned, mulched and protected all trees
- ▶ Studio Waveland: cleaned all gardens and pruned trees in back
- ▶ Auderer Blvd. Planted and mulched crepe myrtles on median
- ▶ Bourgeois Park: cleaned concession stand (inside and out), cleaned park, pruned trees and shrubs
- ▶ Clermont Harbor/ Waveland sign on Beach Blvd: created a planter around the sign and planted shrubs and flowers.
- ▶ Beach/Pier/Lighthouse/Memorial: picked up litter all along these areas

Good news: they plan on coming back in 2020! We will be ready!

KWB was awarded President Circle Designation in 2018 and has secured the award again for 2019

- ▶ Thank you to all our Block Captains (over 50) who continually keep their properties (and more) clean and free of litter.
- ▶ Thanks to all city workers who help us!
- ▶ Special thanks to **George Coatney**, Litter Control Officer, who has done an outstanding job keeping Waveland clean!
- ▶ Thanks to those Tennessee high school volunteers and chaperones for helping us achieve so much improvement in 4 days during a hot and rainy summer.

KWB invites you to join us!

WE would love to have more people join us at our meetings to discuss new ways to help keep Waveland Beautiful. Our meeting dates are on the City Calendar; usually the 3rd Wednesday of the month.

- ▶ **You can like us on Facebook: Keep Waveland Beautiful**
- ▶ **Go to our website: kwb@waveland-ms.gov**
- ▶ **KWB is linked on the City's website: waveland-ms.gov.**

KWB 2020 Plans

- ▶ Continue regular maintenance at current sites
- ▶ Special maintenance before city events
- ▶ Continue representing KWB at Chamber Beautification Committee
- ▶ Complete recommendations for City Tree Ordinance
- ▶ Prepare and work with TN volunteers in June
- ▶ Support and Educate on Recycling:
 - ▶ Begin recycling at all city events: Have recycling bins along with trash cans
 - ▶ Look for ways to educate and institute more recycling efforts