



# KEEP DEKALB BEAUTIFUL JULY 2018 MONTHLY REPORT #11



DeKalb County  
GEORGIA

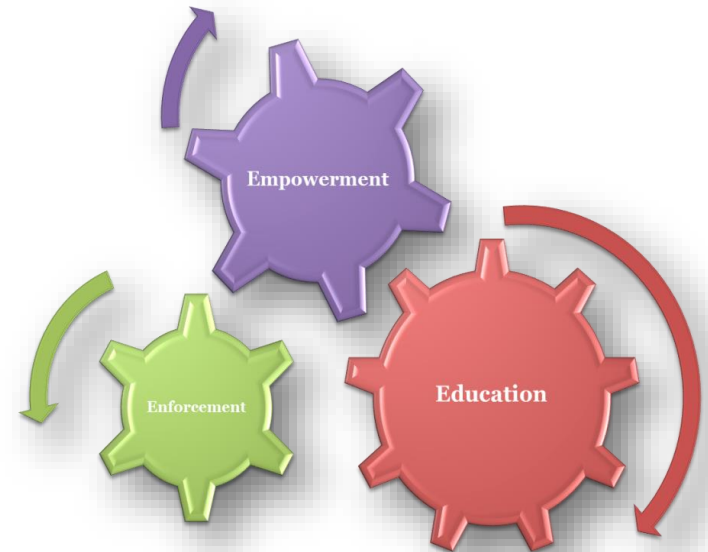
DeKalb County Beautification Department



Local artist, Mwasaa Sherard, designed the latest painting template for our Barriers to Beauty program – seen here at the Berean Christian Church!

# KDB MISSION & APPROACH

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



Orange bag pickup after a community cleanup on Warriors Path with devoted volunteer, Devora Mitchell. She has removed around **1,060lbs.** of trash from her community this year alone!



# STRATEGIC OBJECTIVES

- Before 2019, we aim to install new/replace existing signage for:
  - **100** Adopt-a-Road locations
    - YTD: 32 completed
  - **30** Adopt-a-Spot locations
    - YTD: 5 completed
  - **30** Adopt-a-Stop (MARTA) locations
    - YTD: 4 completed
- Host **3** public events per *month*
- Attend **3** HOA/Civic Association meetings per *month*

*Adopt-a-Road group Greenforest Academy cleaning up Rainbow Drive, Decatur on July 30<sup>th</sup>! They have been in our program for almost a year and a half. Thank you for helping Keep DeKalb Beautiful!*



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



Each week, hundreds of people who are working off fines are taken out to perform community service projects throughout the county.

- During July, **428** Community service workers collected **138** bags of trash in the following locations:
  - **Parks:** Wade Walker, Redan, Gresham, Southeast Athletic Complex, Midway, DeKalb Memorial, Flat Shoals
  - **Other:** Toney Valley Neighborhood with Former Judge Barbara Mobley, DFACS, Jail complex, Kensington Road, Vision Health Center, Clifton Springs Health, Bruce Street Police Precinct, DeKalb Crisis Center, Eleanor Building, East DeKalb Comprehensive Health Center





# KDB ACTIVITY MONTHLY OVERVIEW

## JULY 2018

**1,117**

New service requests

**51**

Average daily requests



Crews work to mow New Snapfinger Woods Drive!

Clean Communities Crews	Monthly	YTD
Bags Collected	4,032	26,614
Tires Collected	336	2,081
Tons of Trash Collected	30	229
Miles of Litter Removed	280	2,025
Illegal Signs Removed	269	4,418

### Roadside Enhancement

Miles of Road Mowed	265	1,077
Lots Mowed	18	97

### Enforcement Activity

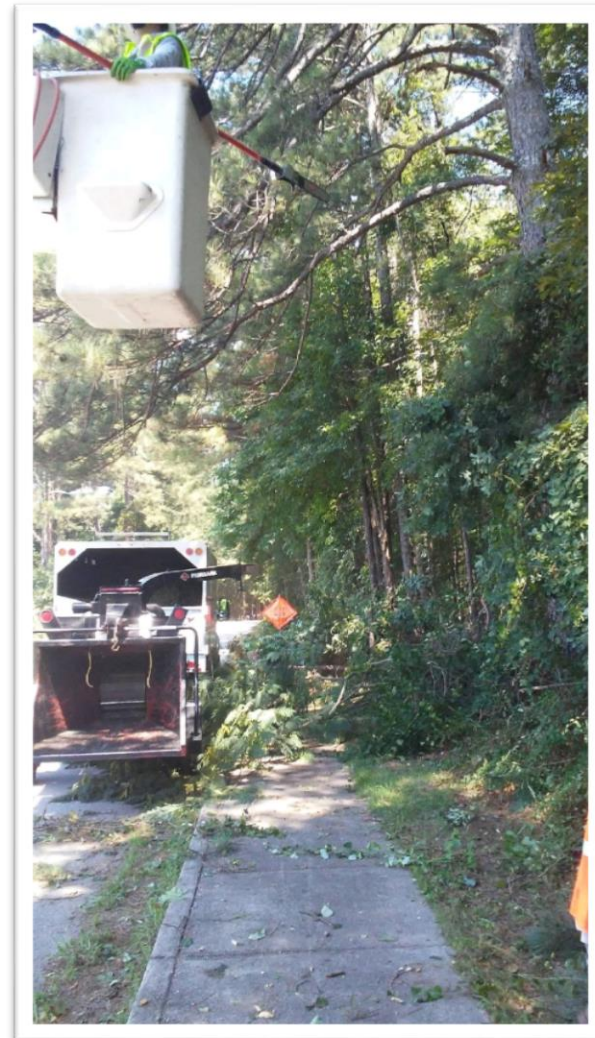
Warnings Issued	3	78
Inspections	49	246

# EMPLOYEES IN THE FIELD

Through the CEO's Operation Clean Sweep directive, tree trimming along county roads has received increased attention and resources this summer.



Mowing on Panola Road



Tree  
trimming  
on Hillvale  
Road

# VOLUNTEER ACTIVITIES MONTHLY OVERVIEW JULY 2018



- Reported Volunteer Hours

- **1,511**

- Newly Adopted Locations

- **4**

- Signs Installed

- **10**

- Supply Requests

- **18**

- Bags Collected

- **52**

- Tires Collected

- **2**



KDB staff presented to Adopt-a-Road and civic group, Cedar Grove Neighborhood Association, at their community meeting on 7/19.

In July, volunteers removed **1,040 pounds** of material from streets, streams and public spaces – That's roughly the same as **6** average American adults!



# EVENTS OVERVIEW

- **Community Cleanups** (11)

*Community groups come together to clean litter from the streets in their area with their neighbors.*

- **33** participants; **62** hours

- **Barriers to Beauty** (2)

*Groups add artistic value to otherwise plain cement blocks KDB crews place to prevent dumping.*

- **550+** participants; **1,375+** hours

- **Litter Index** (1)

*Volunteers join us in touring and ranking various streets on factors such as litter and mowing needs.*

- **4** participants; **12** hours



On 7/19-7/20, our largest Barriers to Beauty program to date took place at Berean Christian Church, as part of their TAKEOVA youth conference! Almost 600 youth took part in making their communities better in this unique, impactful way.



# HEARING FROM YOU MAKES US BETTER!



kdb\_dekalb



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14 likes

kdb\_dekalb Our meeting with Shelbia Jackson and Dee Dee Murray of @dekalbentertain today presented a unique opportunity to foster creativity and generate revenue locally in our greenspaces. If you know of or have photos of unique locations in DeKalb, please feel free to share! #ItsInDeKalb

dekalbentertain Thank you!!! The only way we can be successful is "TOGETHER". We value our partnership with @kdb\_dekalb #dekalbentertainment



Social media has long been a staple to KDB communications, but Nextdoor has taken this to new levels. In July, we made a post about our Berean Church Barriers to Beauty event that **made 1,307 impressions, where 16** people said "Thanks", and **7** unique comments were received. We use this to develop programming, prioritize maintenance & capital projects, and receive critical feedback to make what we do better. *Thank you, DeKalb!*

## Increase in Followers

Platform	June-July	2018	Current #
Facebook	+1%	+8%	636
Twitter	+.5%	+82%	184
Instagram	+8%	+96%	322

# COMMUNITY MEETINGS

- **7/17:** District 7 Town Hall (Left)
- **7/19:** Cedar Grove Neighborhood
- **7/27:** Brook Glen Subdivision
- **7/28:** Commissioner Bradshaw's "Quarterly in the Fourth" Breakfast
- **7/28:** Stonecrest Code Enforcement Community Outreach Event



**Gordon Burkette presents on our core services and takes questions at Commissioner Adams' District 7 Town Hall.**

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

# SPECIAL ACTIVITIES: CLOSING DOWN THE FORMER ANIMAL SHELTER



On July 31st, KDB crews worked diligently to remove any indication that the old animal shelter (near Kensington Road and Camp Circle) was still open. After receiving feedback that the community still felt some confusion around this, foreman Donald Jones painted the worn sign black, uprooted parking lot signage, as well as placed freshly-painted barriers from our recent event at Berean Church.



# SPECIAL ACTIVITIES: CLOSING OFF 2929 LAWRENCEVILLE



**Before and after:** These barriers from our huge painting event at the Berean Church youth conference went out on Lawrenceville Highway to prevent trucks from parking overnight on an old portion of right-of-way (ROW) on Montreal Road in Tucker.