



# KEEP DEKALB BEAUTIFUL JUNE 2018 MONTHLY REPORT #10



DeKalb County  
GEORGIA

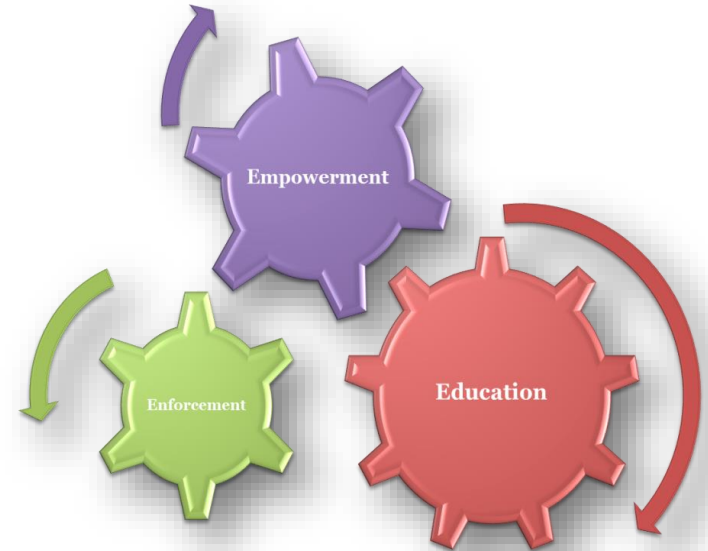
DeKalb County Beautification Department



"Akilah" Adopt-a-Road group at their most recent cleanup on 7/3!

# KDB MISSION & APPROACH

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



Commissioner Johnson's Celebrity Cleanup we managed on June 6<sup>th</sup> brought "Love and Hip Hop Atlanta" star K. Botchey to help educate about the impact of litter at South DeKalb Mall! 2



# STRATEGIC OBJECTIVES

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

*The Brannon Hill cleanup and community celebration June 23<sup>rd</sup> was a beautiful display of public, private, and neighborhood partnership! Thank you to Commissioner Bradshaw for showing support at our event.*



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



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

- During June, 309 Community service workers collected 168 bags of trash in the following locations:
  - Parks: Wade Walker, Midway, DeKalb Memorial, Redan, Gresham, East Lake, & Bruce Street
  - County, Other: DFACS, Jail complex, Kensington Road, DeKalb Addiction Clinic, Eleanor Building, Vision Health Center, Clifton Springs Health



*Our "Most Valuable Partnership" Award goes to the Sheriff Department, State Court, and Community Service Coordinator James Brown for their dedicated partnership!*



# KDB ACTIVITY MONTHLY OVERVIEW

## JUNE 2018

**662**

New service requests

**24**

Average daily requests



**Brannon Hill =  
Self-Determination! Over 100  
neighbors participated in our cleanup  
portion of the event on 6/23.**

Clean Communities Crews	Monthly	YTD
Bags Collected	4,412	22,582
Tires Collected	352	1,724
Tons of Trash Collected	44	199
Miles of Litter Removed	340	1,745
Illegal Signs Removed	552	4,118
Roadside Enhancement		
Miles of Road Mowed	277	812
Lots Mowed	25	79
Enforcement Activity		
Warnings Issued	5	75
Inspections	45	197

# EMPLOYEES IN THE FIELD



Just 6 months into 2018, KDB crews have already mowed the distance of a scenic drive from **Atlanta** to **New York City!**



Summer is *high mowing season!* Pictured here, KDB crews work to keep Green Way Drive beautiful.

# ADOPT-A-PROGRAMS MONTHLY OVERVIEW JUNE 2018



## ■ Volunteer Hours

■ **407**

## ■ Newly Adopted Locations

■ **8**

## ■ Signs Installed

■ **10**

## ■ Supply Requests

■ **31**

## ■ Bags Collected

■ **158**

## ■ Tires Collected

■ **8**



Little Creek Horse Farm Organizing their "Neigh"borhood

In June, volunteers removed **3,160 pounds** of material from streets, streams and public spaces – That's the same as **400** full milk cartons!





# EVENTS OVERVIEW

- **Community Cleanups (15)**

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

- 201 participants

- **Barriers to Beauty (2)**

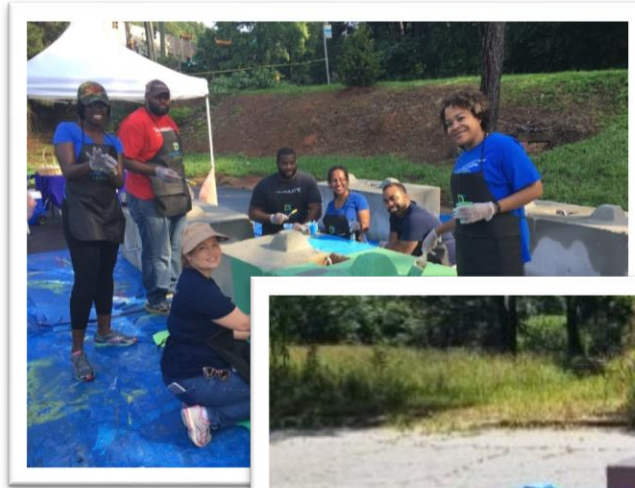
*Groups add artistic value to otherwise plain cement blocks KDB crews place to prevent dumping.*

- 17 participants

- **Litter Index (1)**

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

- 8 participants



Blocks from GA Black Prosecutors Association event at Brookside Park were kept in Scottdale, being placed around Tobie Grant to help deepen a sense of place!



# HEARING FROM YOU MAKES US BETTER!



kdb\_dekalb

...



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26 likes

**kdb\_dekalb** Our 2nd Annual South River Sweep is this Saturday from 8-11! Last year, volunteers pulled out over 60 tires and many bags of trash, increasing the local water quality and raising awareness in the process! #southriver #conservation #waterquality #southdekalb #ItsInDeKalb

2minutebeachclean.sardeгна Well done!!

JUNE 13

Social media has long been a staple to KDB communications, but Nextdoor has taken this to new levels. In June, we posted 2 items that **made over 60,063 impressions, where 82** people said “Thanks”, and **21** unique comments were received. This means for **every post we make, 30,000 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!*

## Increase in Followers

Platform	May-June	2018	Current #
Facebook	+3%	+5%	627
Twitter	+12%	+81%	183
Instagram	+17%	+81%	297



# 2<sup>ND</sup> ANNUAL SOUTH RIVER SWEEP



DeKalb County Hosts South River Cleanup

1,125 views



DeKalbCountyGov  
Published on Jun 8, 2018

Produced by DCTV (DeKalb County Television) Channel 23, this video presents a south River Cleanup event hosted by DeKalb County.

SUBSCRIBE 464



**On June 16<sup>th</sup>, 21 volunteers pulled out 125 tires and 49 bags of trash in just a few hours! Thanks to the help of South River Watershed Alliance and DeKalb's Watershed Management, we were able to improve the local water quality in this fun and hands-on way.**

# COMMUNITY MEETINGS



- 6/6: **TRANE** Corporate Award Presentation (*Left*)
- 6/16: **Little Creek Horse Farm** + Valley Brook Civic Association Meeting
- 6/19: DeKalb County **Probation Office** receives our "Most Valuable Partnership" Award
- 6/27: DeKalb County **Sheriff's Department** receives our "Most Valuable Partnership" Award

*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!*

*Left to Right: Gordon Burkette (KDB), Peta Wiggan, Charlene Stein, Linda Speagle, JoAnn Bria*



# SPECIAL ACTIVITIES: CLOSING DOWN INTERNATIONAL PARK DRIVE



**On June 11<sup>th</sup>, KDB crews worked diligently to clean, cut, berm, and barricade International Park Drive, effectively shutting it down and preparing the area for this gate. We covered half of the cost of installing this more permanent solution in partnership with Blackhall Studios and the Greater Conley Industrial CID. This has been an area of consistent dumping, though this action will make this industrial corridor beautiful once again.**

# UPCOMING PROGRAMS: CLEAN & GREEN CHAMPION



*CITGO on Columbia Dr. between Rainbow Dr. and Glenwood Rd.; My Coffee Shop at East Lake on Memorial Dr.*

The purpose of this program is to promote clean communities through strategic intervention with locally-owned/franchised businesses to reduce litter, promote attractive spaces, and facilitate easier maintenance. With this pilot program, the target area include the follow corridors along Columbia Drive: Memorial Drive; Rainbow Drive; and Glenwood Road.

