



Keep Grapevine Beautiful

FY16/17 Annual Report

Executive Summary

Keep Grapevine Beautiful (KGVB) is organized to preserve and enhance the local natural environment by strengthening citizen's levels of commitment through educational programs and engaging volunteer-based projects. KGVB was originally established as part of the Grapevine Parks and Recreation Department (GPARD) in 1992. It was incorporated as a 501(c)(3) in 2005. KGVB has been a Keep America Beautiful affiliate since 2002.

This fiscal year a concerted effort was made to improve the quality of engagement opportunities and to create a community of like-minded, passionate volunteers. Four objectives were pursued to achieve this effort: 1) bolster KGVB's mission by simplifying its message and organizational structure, 2) increase community partnerships, 3) host the first annual volunteer appreciation event in partnership with Grapevine Parks and Recreation Department and 4) launch the KGVB Community Sponsorship Program.

In January 2017, the Board adopted new by-laws that defined three focus areas: 1) Litter Prevention, 2) Beautification and 3) Waste Reduction. Each focus area is overseen by its respective committee, thus reducing the number of committees from five to three. These new focus areas provide for simpler and concentrated messaging in addition to better alignment, organizationally, with that of Keep America Beautiful and Keep Texas Beautiful. Education is still a top priority to the organization and is specifically addressed as a goal under each focus area.

One key partnership this year was made possible through the Community Service Providers Group hosted by First United Methodist Church. It is comprised of representatives from Grapevine Relief and Community Exchange (GRACE), Police and Fire Departments, and other service providers in Grapevine. As a result of this partnership, the Keep Shady Oaks Beautiful event took place in April. This event was an opportunity to extend KGVB's reach into new parts of the community and add a new group of volunteers.

KGVB is passionate about volunteers and is continually looking for ways to say, "thank you". In addition to hand-written notes of gratitude with gifts cards given throughout the year, the first annual volunteer appreciation event was held February 2017 in partnership with GPARD. There were over 60 volunteers in attendance with over 20 receiving awards. A well-received event with brunch served, gifts given and verbal accolades announced.

Also this year, the Board voted to set aside \$3,000 to support community projects that align with one of the three focus areas, and/or scholarship monies to be used by an individual studying environmental science or related study at an institute of higher education. The program parameters were developed and request for applications were sent in September to better align with the academic calendar. The results of this round of applications will not be realized until next fiscal year but have received positive input from the community thus far for such an opportunity.

At year's end, over 2000 volunteers gave more than 5,500 hours during five events, 22 projects and through the Adopt-an-Area Program at a dollar value to the community surpassing \$130,000. The number of volunteers increased 105% from last year providing a valuable indicator that KGVB's efforts were being well received by the community. More so, just under \$7,000 were gifted through sponsorships, donations and reward programs, and \$5,800 awarded through grants.

Events

KGVB hosted five impactful community events primarily focused on litter prevention and beautification. About 500 volunteers participated in these events which is about 25% of the total number of volunteers who served during the year. More detailed information is provided below for each event.

Trash & Treasures, October 8, 2016

Volunteers - 147, total hours - 242, monetary value - \$ 6,926.64

This event included litter pickup, painting of fire rings, grills, pipe rail (damaged by lake flooding), picnic tables and shade structures.

Arbor Day Celebration, November 5, 2016

Volunteers - 106, total hours - 228, monetary value - \$5,376.00

Don't mess with Texas Trash-Off, April 1, 2017

Volunteers - 75, total hours - 150, value - \$ 3,621.00, lbs. of trash - 435

This event took place at three area parks and included litter pickup and lake park restoration projects. Volunteers were comprised of individuals and groups from area schools, churches, businesses and schools.

Earth Week, April 16, 2017

Volunteers - 49, hours - 98, value - \$2,308

This week of action afforded the opportunity to businesses and organizations to be good stewards of the environment through various projects such as litter pickup and park restoration.

Shady Oaks Mobile Home Park, April 15, 2017

Volunteers - 67, hours 335, value - \$7,892, lbs. of trash - 8,000,

Six trailers were painted along with one Americans with Disabilities Act (ADA) accessible ramp constructed. More importantly, neighbors worked alongside neighbors building a stronger sense of community.

Projects and Programs

Litter Prevention

In addition to Trash & Treasures and Don't mess with Texas Trash-Off events listed above, there were five more litter prevention projects, using 168 volunteers, who served 268 hours at a value of \$6,301 and a cost avoidance of \$3,988 for the City. These events collected 2,217 pounds of trash and 300 pounds of recycling.

Adopt-An-Area program (AAA) plays an important role in keeping Grapevine litter free along roadways, shoreline, trails and parkland. The development of standard operating procedures and new AAA agreements have been completed. With the use of the new data base and tracking software implemented last year, recording volunteer hours and amount of litter picked up will continue to improve. Adopters are asked to report hours online, or via email, on at least a quarterly basis. This year, 676 volunteers recorded 932 hours of service. More so, the City's GIS department is playing an active role in integrating their software with the new data base. Currently, there are 72 areas adopted with 12 areas available for adoption.

As a Keep America Beautiful affiliate, Keep Grapevine Beautiful annually conducts a Community Appearance, or Litter Index by surveying a random, statistical sample of the city. This year's overall litter index score is 1.55. This is an increase of 34% from 2016. The increase is attributed to adding additional areas to the survey that allowed a better overall measurement of litter in the community. Keep Grapevine Beautiful will focus volunteer efforts in most needed areas, including adding highest scoring roadways to the Adopt-An-Area program. A total of eight volunteers participated, two are KGVB board members.

Beautification

Outside of events listed above, there were 14 additional beautification projects this fiscal year, a total of 755 additional volunteers, 2,436 hours served, with a value of \$56,291 in volunteer time and \$38,812 cost avoided by the City. Ten board members served 113 hours in FY16, as compared to 182 hours in FY15.

Waste Reduction

The City hosted Fall and Spring events focused on recycling and collection of household hazardous waste materials. Grapevine Recycles Day collected 23,225 pounds of recycling, 2,647 pound for re-use. The Household Hazardous Waste event collected 24,770 pounds of recycling and 1,200 pounds for re-use. KGVB supports these events by recruiting volunteers and providing educational materials.

Education

Although education is an integral component of the organization and is specifically addressed by each focus area, key efforts will be highlighted separately for the purpose of this report.

Butterfly Flutterby, October 2016

Grapevine Recycles Day, November 2016

Household Hazardous Waste, March 2017

Elementary Environmental Education Field Trips, October 2016

Social Media and Marketing

Much attention has been given to the simplification of messaging through social media, the KGVB website and other marketing media. Over the past year the website has been scrubbed and cleaned with the removal of out-of-date information being removed and remaining information kept concise.

Staff and board have increased KGVB's presence on social media through more postings. On Facebook fiscal year-to-date *Likes* increased from 1322 to 1408, an increase of 6.5%. Facebook, Twitter and Instagram pages are all linked, ensuring standardized posting. Events and volunteer efforts are promoted and recognized via social media consistently. Additionally, KGVB events are promoted by the City E-News, *Go Grapevine* activities guide, *The Grapevine* quarterly newsletter (a city publication), on KGVB and City websites.

Partnerships

The Organization is fortunate to have several beneficial partnerships throughout the community such as the City of Grapevine, City of Grapevine Parks and Recreation Department, Grapevine Colleyville Independent School District (GCISD), Grapevine Relief & Community Exchange (GRACE), the Grapevine Garden Club and the Grapevine Chamber of Commerce. In addition, we have seven civic groups, nine corporations, three schools and five churches that provide ongoing support through volunteers.

Recognitions

Through the previously mentioned partnerships, KGVB has earned the following recognitions:

Keep Texas Beautiful (KTB)	Gold Star (up from Silver)
Keep America Beautiful (KAB)	President's Circle (up from Good Standing)
Governor's Community Achievement Award	Second Place (up from Award of Excellence)

Grants, Rewards, Donations and Finances

This year, KGVB was awarded a total of \$5,800 in grant funding from REI and Restoration KTB Native Garden Grants. The \$5,000 from Recreational Equipment Incorporated (REI) is to be used towards trail enhancement near Meadowmere Park. The KTB Native Garden Grant funds were designated to establish a native plant bed at a community school. Additionally, KGVB is fortunate to be the beneficiary of money from the following company, as part of their rewards program: Benevity (Apple Southlake) \$356. Additional donations came from the following companies: AT&T \$248; Exxon \$2,000; Republic Services \$1,500; Arbor Masters \$1,000; Alpine Materials \$500; and Alpine Tree Service \$500. North Texas Giving Day donors gave \$833.

FY2016/2017 ending balance: \$45,710.50

Looking Ahead...

The upcoming year KGVB will focus on engaging the Board in developing specific goals and objectives for each of the three core focus areas as well as broader goals related to membership, fundraising and administrative items. Examples are, but not limited to:

- Update Standing Rules and Financial Policies
- Launch interactive city-wide map for Adopt-An-Area Program, allowing prospective adopters the ability to see available areas and communicate with staff from map page.
- Continue to Develop Board & Committee Chair Positions through education and recruiting qualified members.
- Promote educational opportunities and encourage attendance.
- Increase relationships with like-minded citizens
- Improve Website and Social Media Presence
- Increase Beautification Efforts
- Increase grant funding
- Enhance Environmental Education