



Keep Grapevine Beautiful FY17/18 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.

During this fiscal year, a concerted effort was given toward building on the previous year's success in continuing the development of quality engagement opportunities and gathering a community of like-minded, passionate volunteers. The Board placed great emphasis on the following: 1) amplify social media presence, 2) enhance environmental education, 3) increase grant funding received, 4) implement the KGVB Community Grants Program (previously known as the Sponsorship Program), and 5) better define roles and responsibilities of the organization.

KGVB was able to amplify its media presence especially through Facebook. The daily engaged user on KGVB's Facebook page increased 95% from last year with more than 5,600 users. More so, environmental education information was shared through this platform with total posts up 150% from eight per month to 20 per month. Continuing to enhance environmental education, the Board instituted a well-received Environmental Lecture Series to allow citizens an engaging opportunity to learn about global issues on a local level.

One of the highlights of the year was receiving the highly competitive and prestigious Governor Community Achievement Award (GCAA) sponsored by Keep Texas Beautiful (KTB). The amount of the award was \$250,000 for landscape enhancements along local Texas highways. Even excluding the GCAA, this year KGVB went after and won \$13,000 in grant funding which is more than twice the amount of last year.

Another welcome achievement was implementing the KGVB Community Grants Program and continuing the program another year. The following four awardees were chosen in November, 2017: First United Methodist Church of Grapevine, \$1,000 to purchase trash carts for qualifying residents of Shady Oaks Mobile Home Park; Grapevine Middle School, \$500 for restoration of their outdoor learning center; Holy Trinity Catholic School, \$1000 for revitalization

of a certified wildlife habitat and nature center; and Timberline Elementary School, \$500 to purchase building materials used in construction of raised-bed garden plots. This program allows KGVB to extend its support of community groups and organizations whose mission and interest align with that of KGVB. Furthermore, the Board approved funding at \$3,000 for FY 2019 for community projects, hence the name change from Sponsorship to Grants. In September, 2018, the request for applications was publicized and awardees will be selected in November.

Last but not least, the Board approved a revision of the Standing Rules that reflect the changes made in the newly approved 2017 By-laws. The Standing Rules better define the duties of the Directors, Staff, and Committee Chairs.

At year's end, over 2000 volunteers gave more than 4,600 hours during 13 events, 23 projects and the Adopt-an-Area Program at a dollar value to the community surpassing \$114,000. Although the number of volunteer was about the same as last year, the length of amount served was on average 20 minutes less per volunteer. This is primarily due to the purposeful decrease of time per project and event to increase volunteer satisfaction of service given.

Events

KGVB hosted four 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.

Fall Sweep (formally Trash & Treasures), October 7, 2017

Volunteers - 219, total hours - 657, monetary value - \$15,478.92.

This event included waterway cleanup, litter pickup, trail building, tree planting, painting pipe rail (damaged by lake flooding) and reclamation work at an outdoor classroom. Volunteers were from schools, scout troops, and local corporations.

Arbor Day Celebration, November 1, 2017

Volunteers - 24, total hours - 52, monetary value - \$1,225.12.

Fifteen trees were planted and mulched. Citizen Foresters worked alongside volunteers, providing expert guidance.

Don't mess with Texas Trash-Off, April 7, 2018

Volunteers - 81, total hours - 195, value - \$4,814.55, lbs. of trash – 2037, lbs. of recycling – 80.

This event took place in seven areas including five parks along state highway frontage roads and local business parking lot. Volunteers conducted litter pickup in these areas. Volunteers were from schools, scout troops, and local corporations.

Shady Oaks Work Day, April 28, 2018

Volunteers - 81, hours 324, value - \$7,999, lbs. of trash - 20,000.

This was the second year for this event which is held in partnership with FUMC. Trash carts purchased with KGVB grant funds were given to those residents that filled their cart with trash and returned it to the roll-off provided by Republic Services, our local waste hauler. In addition, three trailers were painted.

Projects and Programs

Litter Prevention

In addition to Fall Sweep, Don't mess with Texas Trash-Off and Shady Oaks Works Day, there were six more litter prevention events and 16 more litter prevention projects. There were 605 volunteers who served 268 hours at a value of \$6,301 and a cost avoidance of \$3,988 for the City. Through these events, 36,000 pounds of trash and 500 pounds of recycling were collected.

Adopt-An-Area program (AAA) plays an important role in keeping Grapevine litter free along roadways, shoreline, trails and parkland. Adopters are asked to report hours online, or via email, on at least a quarterly basis. This year, 925 volunteers recorded 2,251 hours of service. More so, the City's GIS department is playing an active role in integrating their software with the new data base. Over 50 miles of roads, shoreline and park areas are adopted. Currently, there are 73 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 1.40. This is an improvement of 9.68% from 2017. The reduction in litter is attributed to adding additional areas to the Adopt-An-Area Program, which allowed additional volunteer involvement. Keep Grapevine Beautiful will continue to focus volunteer efforts in most needed areas. A total of five volunteers participated, all are KGVB board members.

A new and well received program initiated by the Board is Happy to Help Saturdays. This program was created for the purpose of having a reoccurring event that volunteers could depend on for a concentrated impactful service opportunity. Happy to Help Saturdays held its first event in June 2018 and three subsequent events on the fourth Saturday of the month. Projects included painting, planting, invasive plant removal and litter pick up. An average, 45 volunteers attended each event serving over 420 hours. Happy to Help Saturdays will continue into the next fiscal year with more dates and project variety planned.

In total, there were 1,830 volunteers serving 4,529 hours, collecting 48,970 pounds of trash and 260 pounds of recycling. Value of volunteer service was \$111,066 and \$58,201 cost avoided by the City.

Beautification

In addition to Arbor Day, there were seven additional beautification projects this fiscal year. In summary, there were 188 volunteers who served 450 hours at a value of \$12,276.12 in volunteer time and \$6,328 cost avoidance to the City.

Waste Reduction

The City hosted Fall and Spring events focused on recycling and collection of household hazardous waste materials. Grapevine Recycles Day collected 17,985 pounds of recycling, 1,649 pound for re-use. The Household Hazardous Waste event collected 20,370 pounds of recycling and 3,500 pounds for re-use. KGVB supports these events by recruiting volunteers and providing educational materials.

Education

As previously mentioned, in 2018, KGVB launched their Environmental Lecture Series. These one hour lectures are offered at no cost to the public and feature experts in their field. In June Michael Mueller taught home irrigation strategies, soil texture basics and scheduling methods. In August the State of Texas Alliance for Recycling (STAR) Executive Director, Jordan Fengel, spoke about the industry and China's recycling material import bans, the impacts to Texas and the United States, and how STAR is responding. In September, DFW Airport's Environmental Program Manager discussed DFW's Sustainability Management Plan, including air quality goals and initiatives. Also, included this year was the creation of an awareness campaign about micro-litter. Impacts and action-oriented solutions were publicized through the GoGrapevine magazine, KGVB Facebook and infographics posted at Household Hazardous Waste and Grapevine Recycles events.

Social Media and Marketing

Social media remains a priority for promotion of events and communicating the organization's mission throughout the year. Postings from reliable sources are shared on social media platforms and new content provided regularly on Facebook, Twitter and Instagram. New users to KGVB's website increased 257% from 2017.

Additionally, KGVB events are promoted on Green Source DFW, 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, GPARD, Grapevine Colleyville Independent School District (GCISD), First United Methodist Church Grapevine (FUMC), Grapevine Relief & Community Exchange (GRACE), Grapevine Convention and Visitors Bureau (CVB), Grapevine Police Department, North Texas Council of Governments (NTCOG), Verizon Green Team, and

Dallas Fort Worth International Airport (DFW) Environmental Division). These partners provide additional opportunities for organization to expand services as well as providing volunteers for community development.

To show our sincere gratitude to community partners and volunteers, KGVB with GPARD hosted the second annual Volunteer Appreciation Brunch. There were 93 volunteers in attendance. Three recognition areas were established to better acknowledge outstanding volunteers. The Helping Hand Award was created to recognize the volunteer that is willing to serve in any capacity, sometimes with short notice and sacrifice on their behalf. Rookie of the Year Award recognizes the outstanding volunteer that has joined volunteer efforts in the last calendar year. Homerun Heroes Award recognizes the group which has dedicated a substantial amount of hours and energy to the mission of GPARD and/or KGVB. The third volunteer appreciation event is scheduled for February 2019.

Recognitions

Due to the efforts of our community partners and passionate volunteers, KGVB has earned the following recognitions:

Keep Texas Beautiful	Gold Star
Keep America Beautiful	President's Circle
Governor's Community Achievement Award	First Place

The City of Grapevine was one of 10 winners, one per population category, of the 2018 Governor's Community Achievement Award (GCAA) for outstanding community improvement. KGVB submitted materials based on our community's achievements in seven environmental and community improvement areas: community leadership and coordination, education, public awareness, litter prevention and cleanup, litter law and illegal dumping enforcement, beautification and community improvement, and solid waste management.

Grants, Rewards, Donations and Finances

During fiscal year 2018, \$3,704 were gifted through sponsorships, donations and reward programs, and \$263,600 awarded in grants.

- AT&T employee donation
\$252
- Communities Foundation of North Texas via North Texas Giving Day
\$480
- Kroger Rewards Program
\$110
- Network for Good
\$2

- US Bank employee donation
\$60
- Republic Services
\$1,500
- Alpine Tree Service
\$500
- Alpine Materials, Inc.
\$500
- Fall 2017 Animal Welfare and Land Conservation Grant Cycle
\$2,000
- Governor's Community Achievement Award
\$250,000
- Tarrant County Audubon Society
\$400
- REI Stewardship Grant
\$10,000
- H-E-B Central Market Green Bag Grant
\$1,200

Summary of the FY17/18 budget is provided as an attachment.

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 impactful partnerships and enhanced environmental education opportunities specifically waste reduction initiatives.