



## **Keep Grapevine Beautiful FY18/19 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. In 2002, KGVB became a Keep America Beautiful affiliate and three years later a Keep Texas Beautiful affiliate. Also in 2005, the Organization incorporated as a 501(c)(3).

Building on the previous year's success, concerted efforts were continued to develop quality engagement opportunities, and gather together a community of committed partners and volunteers. To this end, the Board focused on the following goals: 1) recharge and articulate the Organization's story, 2) expand environmental education, 3) increase both sponsorship and partnership opportunities for community projects, 4) pursue corporate sponsorship for the Community Grant Program, and 5) recruit qualified members to fill board and committee chair positions.

The Board decided that the first step toward recharging and articulating the Organization's story was to develop a logo that better reflected its mission. With assistance from the GPARD Marketing Manager, the above logo was created. This concept symbolizes volunteers working together as a community to nurture our environment. The three leaflets with graphic images of people inside represent the three core areas: litter prevention, waste reduction and beautification. The leaf colors depict water (blue), earth (green) and community (purple). The three leaflet elements and "L" also form the shape of a growing tree. The community and volunteers have warmly received the new logo and has energized the Board, volunteers and partners in the process.

The well-received Environmental Lecture Series that was introduced in FY2018 was continued this year to include four lectures from topics ranging from solar panels to market impacts on local recycling. All were well attended and attendees expressed their appreciation for such informative sessions. The Organization was able to further extend the reach of its environmental education endeavors through its partnership with GPARD by featuring an

environmental education topic in the quarterly *GoGrapevine Magazine*. The Magazine is distributed to 22,000 households.

A foundation for increased partnerships and sponsorships has been laid through promoting to and tailoring certain events for business involvement as well as partnering with GPARD in their habitat restoration efforts. This year, the number of businesses that have participated in events and projects has increased two-fold from last year. Furthermore, Verizon has been a longtime committed partner through its Verizon Green Team and this year they sponsored tree planting during Arbor Day. Levi Strauss employees enjoyed volunteering several hours at two tailored projects as well as contributing funds this year. A new partner was Sam Pack Five-Star Subaru, Grapevine. They participated in community events, helped promote environmental stewardship and participated in our Adopt-An-Area Program. On September 3, 2019, KGVB delightfully released the announcement that Sam Pack 5-Star Subaru, Grapevine would sponsor the FY2020 Community Grants Program.

The Community Grants Program supports organizations within the community that align with one of the three focus areas: litter prevention, waste reduction and beautification. This year three grants were awarded. Grapevine Faith Christian School - \$2,300 for their student-driven reduction program: Reduce, Refill, Reuse. Grant funds will be used to purchase Elkey bottle fillers, in an effort to reduce the use of plastic water bottles on campus. Grapevine High School Parent Teacher Student Association - \$400 for ongoing beautification improvements to their Centennial Garden which is located at the front of the school. Dallas Off-Road Bicycle Association (DORBA) - \$300 for ongoing beautification improvements to the Horseshoe Trail System. DORBA volunteers are a valuable asset to the trails throughout Grapevine. The Board requests applications beginning in September and selects the awardees in November straddling the end of one fiscal year and the beginning of the next.

Last but not least, the Board was able to fill all nine board and committee chair positions for FY2020. This was due in large part to purposeful articulation and promotion of the Organization's story.

At year's end, 2,941 volunteers gave more than 6,000 hours during 14 events, 21 projects and the Adopt-an-Area Program at a dollar value to the community surpassing \$123,000. The Organization was awarded just over \$6,000 in grant funds and graciously received over \$9,500 in sponsorships and donations for community projects.

## **Events**

KGVB hosted impactful community events primarily focused on litter prevention and beautification. This year 668 volunteers participated in these events which accounted for 28% of the total number of volunteers who served with KGVB during the year. More detailed information is provided for the select events below.

### Fall Sweep • October 6, 2018

Volunteers - 197, total hours - 705, monetary value - \$17,406.

This event included waterway cleanup, litter pickup, trail building. Volunteers were from schools, scout troops, and local corporations.

#### Arbor Day Celebration • December 8, 2018

Volunteers - 24, total hours - 10, monetary value - \$246.

Sixteen trees and plants were planted and mulched. Citizen Foresters worked alongside volunteers, providing expert guidance. This event was rescheduled three times due to inclement weather.

#### Don't mess with Texas Trash-Off • April 6, 2019

Volunteers - 39, total hours - 53, value - \$1,308, lbs. of trash – 2,300

This event took place in six areas including five parks and one outdoor learning center at an area middle school. The event was limited to one hour due to severe weather. Volunteers conducted litter pickup and native plantings. Volunteers were citizens, scouts, and employees from local corporations.

#### Happy to Help Saturdays • January 26, February 23, March 23, April 27, June 22, July 27 and August 24

Volunteers - 289, hours - 634, value - \$16,122

Happy to Help Saturdays gained momentum this fiscal year. Almost every event was at volunteer capacity. Tasks included park rehabilitation projects like painting and cleaning equipment after flooding, dissemination of soil amendments to protect picnic areas, seed gathering and planting in habitat restoration areas.

## **Projects and Programs**

### Litter Prevention

In addition to Fall Sweep, Don't mess with Texas Trash-Off and Happy to Help Saturdays, there were seven more litter prevention projects. There were 161 volunteers who served 294 hours at a value of \$2,346 and a cost avoidance of \$4,202 for the City. Through these events, 940 pounds of trash and 150 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 by email on a quarterly basis. This year, 1,600 volunteers recorded 2,413 hours of service for just over 50 miles of roads and trails, and 640 acres of parkland. Currently, there are 82 groups of adopters with seven 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, seven volunteers participated of which five were KGVB board members. The litter index score was 1.07. Down .33 points from last year. A lower score represents a less littered environment. This improvement is attributed to adding additional areas to the Adopt-An-Area Program which allowed additional volunteer involvement in the reduction of litter in the

community. Keep Grapevine Beautiful will continue to be responsive and focus volunteer efforts in most needed areas.

For all litter prevention projects and events, 2,079 volunteers served 3,835 hours, collecting 37,934 pounds of trash and 40 pounds of recycling. Value of volunteer service was \$94,680 and \$53,882 cost avoided by the City. The number of volunteers is up 13.6% from last year but the pounds of trash collected was down by 11,036 pounds. We attribute this reduction, in part, to the elimination of the Shady Oaks Work Day, which approximately 20,000 pounds of waste was collected during the FY2018 work day.

### Beautification

In addition to Arbor Day and Happy to Help Saturdays, there were 9 additional beautification projects this fiscal year. In summary, there were 356 volunteers who served 1,106 hours at a value of \$28,125 in volunteer time and \$13,635 cost avoidance to the City. Beautification numbers increased significantly due to expansion of habitat restoration areas in the parks system. Maintenance of these involve removing invasive plants, installing local native plants (over 1,300 planted) and collecting seed to perpetuate growth of these “good” plants. Many beautification events include the opportunity to pick up litter and thus a total of 3,900 pounds of litter was collected.

### Waste Reduction

The City hosted Fall and Spring events focused on recycling and collection of household hazardous waste materials. Grapevine Recycles Day collected 19,815 pounds of recycling, 1,090 pounds of items for re-use. The Household Hazardous Waste event collected 37,171 pounds of recycling and 1,750 pounds of items for re-use. KGVB supported these events by recruiting volunteers, and providing lawn and leaf bags along with educational material encouraging residents to properly dispose of yard waste.

The Waste Reduction Committee also assisted the Grapevine Environmental Services Department by conducting, the first of its kind in Grapevine, a curbside recycling audit. The test neighborhood, Westover Addition, consists of 105 residences. The execution of the audit was successful and as part of the audit, educational material was provided to residents about single stream recycling. The curbside audit is a real-time means to document conditions in the field that in turn provide important information that is used to better serve our residences. One of the main findings of this test audit showed a satisfactory rate of 1.5% contamination.

### Education

Education is an integral component of the Organization and the KGVB Board decided to continue and expand the well-received Environmental Lecture Series. The one hour lectures were offered at no cost to the public and feature experts in their field. Four lectures were hosted at The REC of Grapevine educating 155 attendees about environmental issues. In January, Larry Howe, an expert in the area of renewable energy, explained how rooftop solar energy is an untapped local natural energy resource in Texas, and how residents can determine if it is appropriate for them. February’s lecture covered organic gardening and how it is fundamentally

different from traditional methods. Joyce Connelley, of Marshall Grain, facilitated the February lecture on how to garden without synthetic fertilizers and harmful pesticides. In August Jeri Harwell, Municipal Manager for Republic Services, addressed current trends in recycling nationally, the China tariffs and their effects on local recycling. And last but not least, DFW Airport's Environmental Program Manager, Kris Russell, led the September lecture by providing an overview of key initiatives supporting sustainable aviation and community growth.

KGVB hosted the Earth Day Celebration commemorating the 50<sup>th</sup> anniversary of Earth Day. KGVB partnered with the Grapevine Convention Visitors Bureau. The event included three education sessions: Coach Potato Composting, Pollinators & Beekeeping, GoWild iNaturalist Explorers Program; and 16 environmental vendors/organizations plus those vendors with the Grapevine Farmers Market. The Organization also participated in the following events educating the public on various environmental challenges:

- Butterfly Flutterby, October 2018
- Grapevine Recycles Day, November 2018
- Household Hazardous Waste, March 2019

More so, the Organization utilized various publication mediums to share environmental information especially on social media platforms from such sources as North Central Texas Council of Governments, and Texas Commission on Environmental Quality. KGVB staff also worked with the GPARD Marketing Manager to develop and feature environmental infographics in the quarterly GPARD *GoGrapevine Magazine*.

## **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. In marketing the focus is on Facebook analytics specifically "likes" and "followers". Thus, the number of Facebook Likes is up to 1,649 from 1,531 in 2018. Facebook Followers also increased from 1,392 in 2018 to 1,512 in 2019. The daily engaged user on KGVB's Facebook page was about the same as last year with a total of 5,639 Daily Page Engaged Users. On the other hand, the KGVB website saw a decrease in users by 35% from the previous year. This is primarily due to the antiquated and nonresponsive web platform.

Additionally, KGVB events are promoted through the Grapevine Garden Club, Green Source DFW, the City E-News, *Go Grapevine Magazine*, *The Grapevine* quarterly newsletter (a city publication), and on KGVB, GPARD and City of Grapevine 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), Grapevine Relief & Community Exchange (GRACE), Grapevine Convention and Visitors Bureau (CVB), Grapevine Police Department, North Texas Council of Governments

(NTCOG), Verizon Green Team, REI, Republic Services, Sam Pack's Five Star Subaru, many Cub and Boy Scout Troops and Dallas Fort Worth International Airport (DFW) Environmental Division. These partners provide additional opportunities for the 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 third annual Volunteer Appreciation Brunch. There were 132 volunteers in attendance. There were three recognition areas: The Helping Hand Award recognizes 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. A KGVB volunteer was awarded Rookie of the Year.

### **Recognitions**

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

Keep America Beautiful	President's Circle
Keep Texas Beautiful	Gold Star
Keep Texas Beautiful	Affiliate of the Month – April

### **Grants, Rewards, Donations and Finances**

During fiscal year 2019, \$15,886 was received through sponsorships, donations, reward programs, and grants. Overall, this is a slight decrease of \$1,418 from last year (excluding the Governor Community Grant Award of \$250,000). However, sponsorship and donations have greatly increased by \$6,282.00 or 184%.

- AT&T employee donation  
\$291
- Communities Foundation of North Texas via North Texas Giving Day  
\$668
- Kroger Rewards Program  
\$309
- Novartis  
\$300
- Albertsons  
\$5
- Levi Strauss  
\$1,000
- Verizon Green Team

- \$3,500
- REI Outdoor Places Grant
  - \$5,000
- Sam Pack's Five Star Subaru
  - \$3,000
- Private Donor
  - \$500
- Truist
  - \$60
- Verizon Foundation
  - \$53
- HEB Central Market Green Bag Grant
  - \$1,200

Summary of the FY2018/2019 is provided as an attachment

### **Looking Ahead...**

The upcoming year KGVB will continue to build on creating more impactful partnerships, enhancing environmental education opportunities and articulating the organizations story. We also look forward to a new responsive website and providing environmental education training to our committee chairs and most committed volunteers.

# Keep Grapevine Beautiful

## September 2019 Financial Report

	Unrestricted Funds	Restricted Funds					Total Restricted	Total Funds
		REI	Verizon	FtW Audubon	Green Bag	5Star Subaru		
<b>Beginning Balances (September 1)</b>	<u>12,062.12</u>	<u>4,899.48</u>	<u>4,652.20</u>	<u>150.10</u>	<u>636.84</u>	<u>3,000.00</u>	<u>13,338.62</u>	<u>25,400.74</u>
<b>Deposits</b>								
Date      Source or Payee								
09/30/19 Interest	1.04						-	1.04
							-	-
							-	-
							-	-
							-	-
							-	-
							-	-
							-	-
<b>Total Deposits</b>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>1.04</u>
<b>Withdrawals</b>								
9/10/2019 Alphagraphics (NT Giving Day posters)	(17.00)						-	(17.00)
9/10/2019 I 5 Webworks			(38.90)				(38.90)	(38.90)
9/10/2019 Wise Guys Pizzeria (Sept Board dinner)	(70.19)						-	(70.19)
9/13/2019 Amazon (Kayak related)		(77.97)					(77.97)	(77.97)
9/13/2019 Amazon (Kayak related)		(17.99)					(17.99)	(17.99)
9/25/2019 Amazon (Thank you notes)	(18.95)						-	(18.95)
9/30/2019 Alphagraphics (to be determined)	(51.72)						-	(51.72)
							-	-
							-	-
<b>Total Withdrawals</b>	<u>(157.86)</u>	<u>(95.96)</u>	<u>(38.90)</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>(134.86)</u>	<u>(292.72)</u>
<b>Ending Balances (September 30)</b>	<u>11,904.26</u>	<u>4,803.52</u>	<u>4,613.30</u>	<u>150.10</u>	<u>636.84</u>	<u>3,000.00</u>	<u>13,203.76</u>	<u>25,109.06</u>