

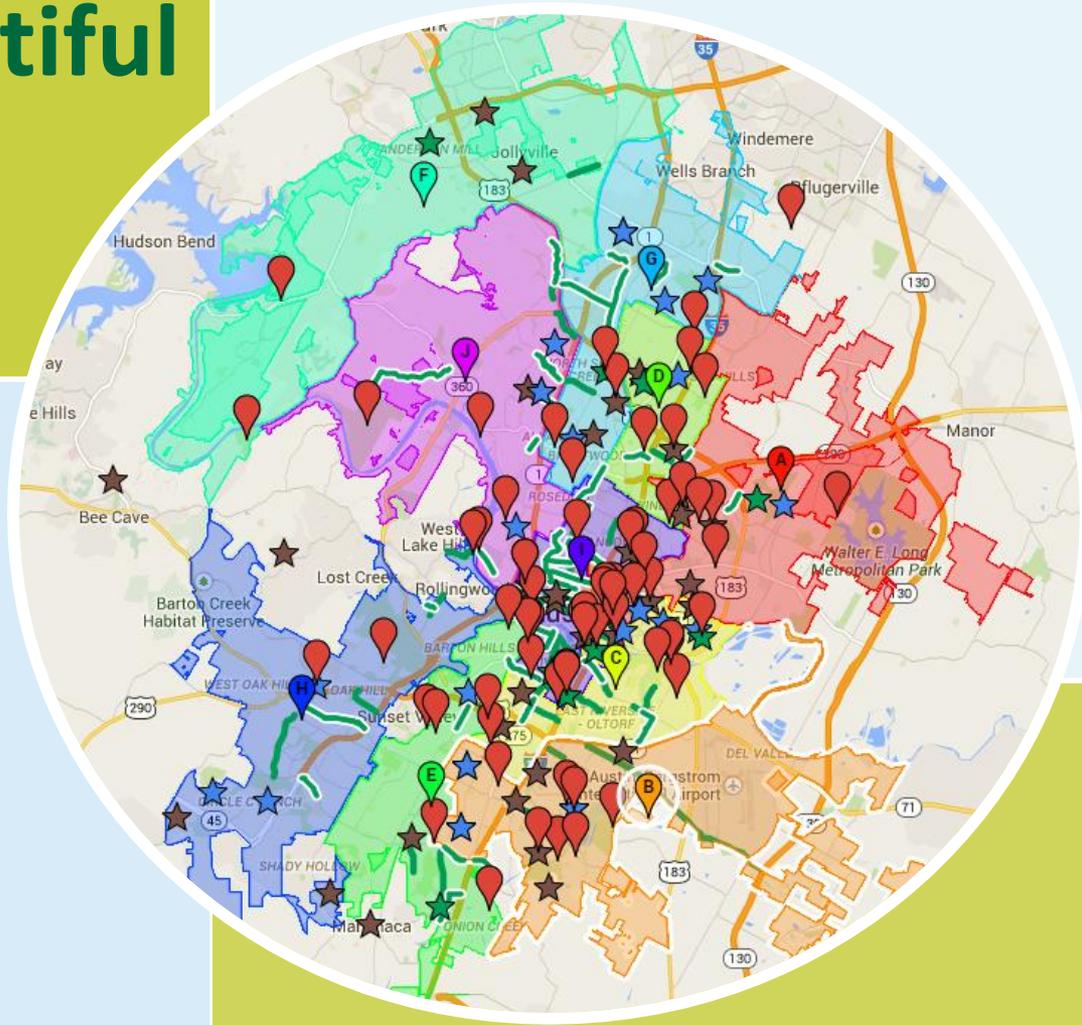
Keep Austin Beautiful

Established in 1985

- 30 Years of Keeping Austin Beautiful -

Mission

We provide resources and education to engage citizens in building more beautiful communities.



CLEAN



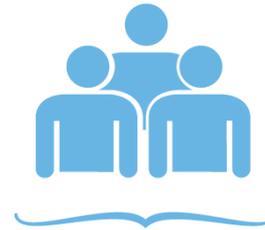
33,500
Hours of Service



15,600
volunteers



BEAUTIFY



5,000
volunteers



160 Projects

150 cubic yards
of soil and mulch
spread

2014



**KEEP AUSTIN
BEAUTIFUL**

Ensure consistent and ongoing clean-up efforts

A strong contributor to littering is the prevalence of existing litter.

About 15% of littering is affected by the environment or existing litter.



*Litter in America Study, Keep America Beautiful, 2009



Community Cleanups



Cleanups Turn Key with Keep Austin Beautiful Support

- trash bags, gloves, and trash grabbers provided
- coordination of trash collection
- assistance identifying areas in need
- volunteer recruitment

ANNUALLY

- 352 cleanups
- 6,070 volunteers
- totaling **29 tons** of trash



Clean Sweep

Saturday, April 11, 2015

Largest city-wide cleanup

→ 4,300 volunteers, 130 locations, and
30 tons of trash collected

Clean Lady Bird Lake

Large-scale cleanups of
Lady Bird Lake every other month

→ 1,615 volunteers, 20 locations, and
13 tons of trash collected



Large-Scale Cleanups



Illegal Dumping





Adoption Programs

Adopt-a-Creek and Adopt-a-Street

Foster long-term commitments to Austin's streets and creeks.

171 Groups
98 Miles Adopted

Use landscaping, improving the build infrastructure, and ongoing maintenance to set a community standard and promote a sense of personal responsibility not to litter.



***Litter in America Study, Keep America Beautiful, 2009**





BEAUTIFY



77 Neighborhood Beautification Grant Projects since 2005

2013

\$42,060 requests

\$10,675 awards

So Much More to Do



Beyond the Numbers

- Engage citizens in physically active volunteerism with immediate results
- Instill a sense of civic responsibility and pride
- Preserve habitats for wildlife
- Protect our water quality
- Prevent illegal dumping

THANK YOU!
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