

# Keep America Beautiful Awareness Webinar

Benefits of KAB Affiliation

**KEEP NEW MEXICO**  **TRUE**



# New Mexico Clean and Beautiful

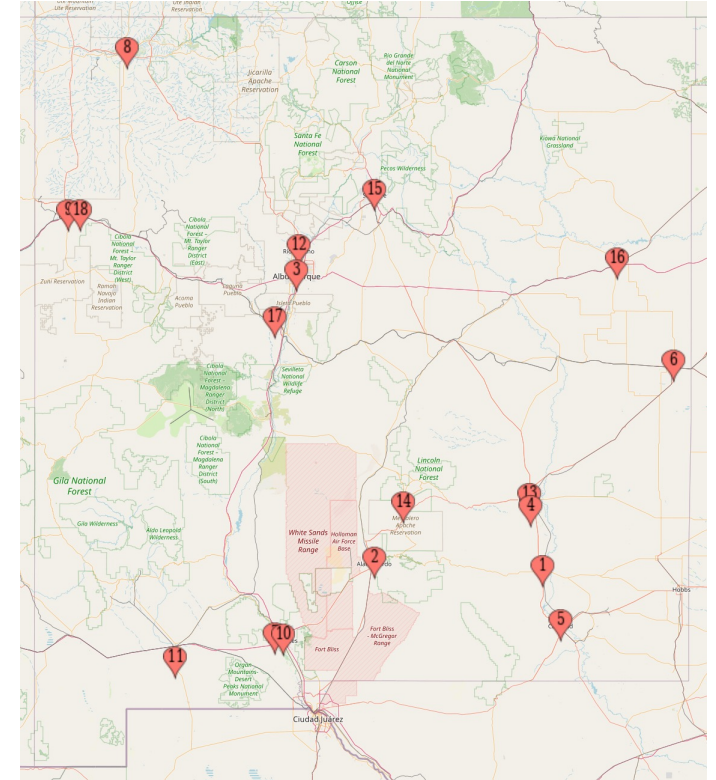
State Affiliate of Keep America Beautiful

## New Mexico State Affiliate

- Program goals and objectives aligned w/ KAB framework
- Support provided to Keep America Beautiful local affiliates
- Participate and advocate in KAB State Leaders Council

## KAB Affiliate Network in NM

- 24 Keep America Beautiful local affiliates in New Mexico
- 18 affiliates received KAB President's Circle award
- 9 communities are currently working towards affiliation



KAB President's Circle Awardees

KEEP NEW MEXICO  TRUE





K E E P   A M E R I C A  
**B E A U T I F U L**  
— K A B . O R G —

New Mexico Clean & Beautiful  
COMMUNITY INTRODUCTION  
October 20, 2021

# Take a step toward a more beautiful future.

## VISION

*A country in which every person lives in a clean, green, and beautiful community*

## MISSION

*To inspire and educate people to take action every day to improve and beautify their community environment*

## GOAL

*Increase access to clean and green public spaces, with all members of the community at the “Table”*

## FAST FACTS

**1953**

FOUNDING  
YEAR

**#1**

COMMUNITY  
IMPROVEMENT  
ORGANIZATION IN THE US

**65.8M**

POUNDS OF  
RECYCLING, LITTER AND  
DEBRIS COLLECTED IN 2019

**11.9M**

TOTAL  
VOLUNTEER  
HOURS  
IN 2019





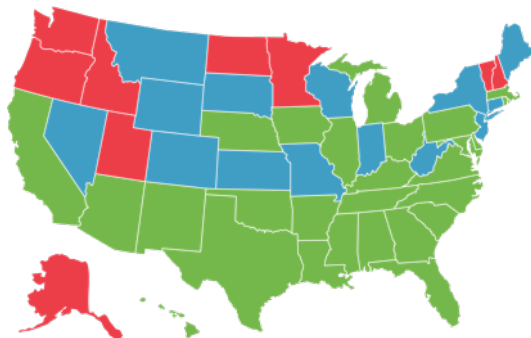
# Affiliate Network

NATIONAL NETWORK, LOCAL IMPACT



KAB.ORG

The heartbeat of our organization is the work and passion of *approximately 700 Keep America Beautiful affiliates*, their local leaders, and the *millions of volunteers* who drive our movement forward every day.



KAB STATE AND LOCAL  
AFFILIATES

STATES WITH LOCAL  
AFFILIATES

STATES WITH PARTICIPATING  
ORGANIZATIONS

We activate our affiliates and use national resources for grassroots community improvement by:

- Providing access to centralized national KAB programming, professional development, research, reporting, and strategy
- Partnering with local and national groups for recycling, beautification, and environmental improvement
- Building relationships with local government and public officials for greater impact

## RESTORATION

### Clean public spaces and neighborhoods:

- Attract residents, businesses, and visitors
- Have lower incidents of crime
- Promote outdoor activities and exercise
- Grow trees and plants that sequester carbon and remove pollutants from the air and water

## RESILIENCE

- Stronger community networks
- Economic vitality
- Improved mental and physical health
- Increased safety
- Cleaner air and waterways
- Better stormwater remediation

## METHODOLOGY

- Model for Change
- Tri-Sector Partnerships
- Public Awareness & Education

## FOCUSED PROGRAMS



END LITTERING



IMPROVE RECYCLING



BEAUTIFY COMMUNITIES



*...so that all people can thrive and do beautiful things.*



# Our Core Values:

**TRUST & RESPECT**

**CREATIVE DRIVE**

**POSITIVE ATTITUDE**

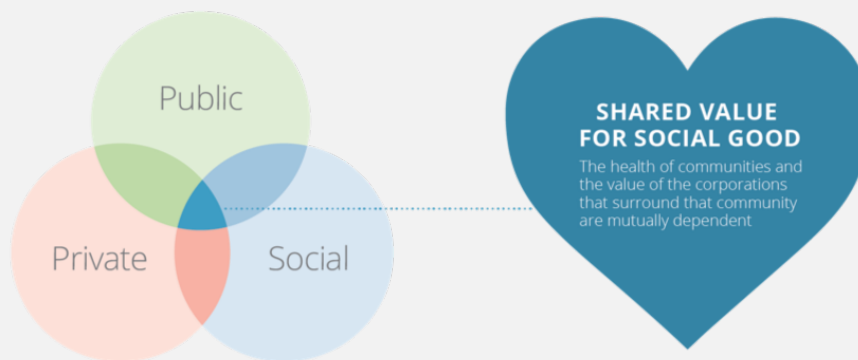
**COLLABORATIVE ACCOUNTABILITY**

**COURAGOUS AUTHENTICITY**



# Tri-Sector Partnerships for Social Good

*How We Keep America Beautiful*



## WHAT WE BELIEVE

*We all deserve to live in a community that is clean, green, and beautiful.*

We work in partnership with organizations and individuals to amplify our collective voice, share costs, and achieve long lasting results that benefit our communities and our country.

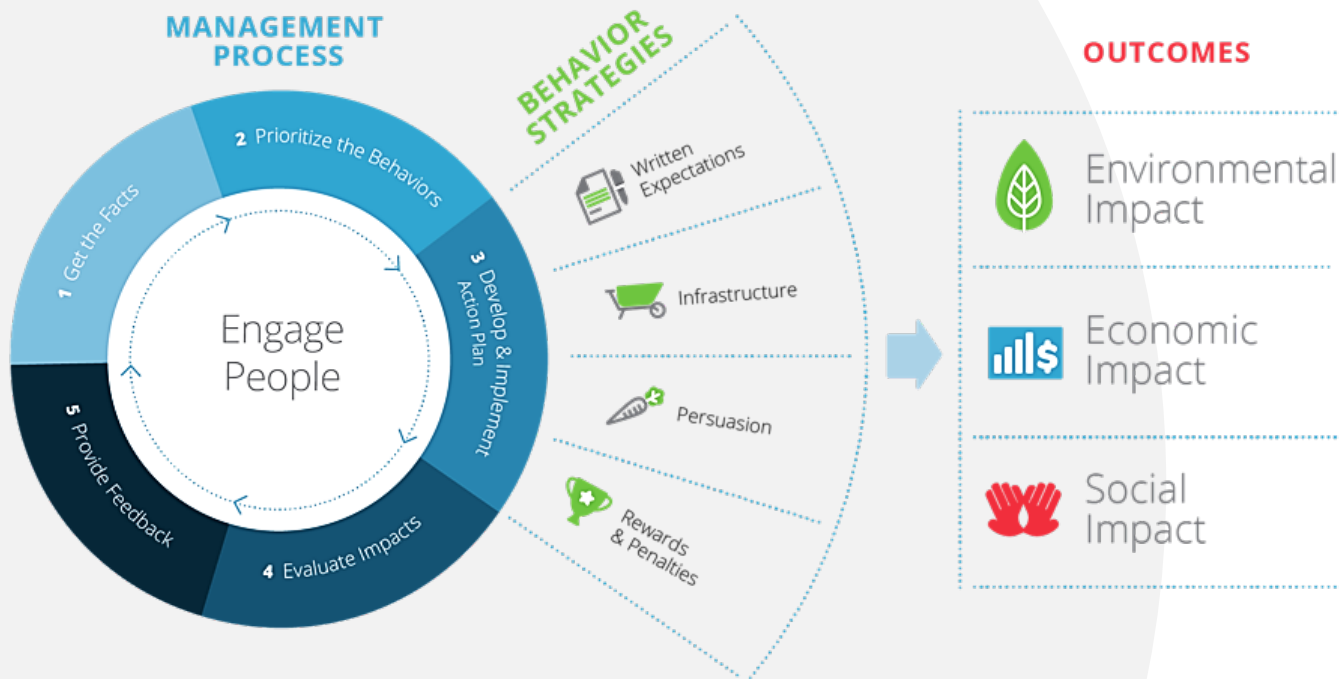
Our partners include visionary leaders, national brands, government officials, community partners, and concerned citizens.

# KAB Model for Change

AN INTEGRATED APPROACH TO MORE BEAUTIFUL COMMUNITIES



KAB.ORG



**Academically developed with decades of validation in the field, our behavior change system engages people at every step and results in sustainable change for the greater good.**

# Why Become An Affiliate?

- Self Determination
- Network
- National Credibility
- Training
- Tools & Programs
- Grants





# Training & Networking

- KAB National Conference
- Webinars
- National Research
- New Executive Director Calls
- State Affiliates
- External Conferences
- Conference Calls
- Affiliate Forums
- Website / Affiliate Dashboard



# **National Research 2020 Litter Study**

## HISTORY OF KEEP AMERICA BEAUTIFUL LITTER RESEARCH:

1968: Who Litters-and Why: Litter Awareness and Concern about the Problem of Litter

1969: National Study of Roadside Litter

1971: National Survey of Litter Enforcement

1973: Why people litter and seven primary sources of litter

2002-2004: Cigarette Litter Prevention Program Development

2007: Litter: Literature Review & Analysis

2009: National Visible Litter Survey & Litter Cost Study

2009: Littering Behavior in America

2014-2016: Litter Free Schools and Teacher Efficacy toward Environment and Litter

2015: Littering Categorization at Quick Serve Restaurants

2020: Impact of Media and Infrastructure on Cigarette Litter

2020: Impact of Smoking Bans on Cigarette Litter





## THE DEFINITIVE STUDY ON LITTER IN AMERICA

SINCE 1969 KEEP AMERICA BEAUTIFUL HAS BEEN THE TRUSTED SOURCE FOR SCIENTIFICALLY RIGOROUS, FACT-BASED, NON-PARTISAN REPORTING ON LITTER IN AMERICA.

- The 2020 Keep America Beautiful Litter Study is the most comprehensive study of litter in America. It is a follow up to the landmark 2009 study, which builds on a history of science-based litter research started by Keep America Beautiful in 1969.
- The study uses world class methodology and is led by academics, professional social scientists, and leading researchers with the support of corporate America, foundations, and individuals.
- The study follows a multi-method approach looking at both quantitative and qualitative data composed of four components: Observed Litter, Littering Behavior, Attitudes About Litter, and the Cost of Litter.

## THE SCALE OF THIS STUDY

- Largest study of its kind in history
- How do we know how much litter there is? We counted it. During a pandemic. 240 roadway sites, 189 waterway, 181 non-roadway, 126 behavioral sites



**50 BILLION**

pieces of litter are on the ground in America:



**24 BILLION**

pieces along **roadways**  
(2,587 pieces per mile)



**26 BILLION**

pieces along **waterways**  
(2,411 pieces per mile)

Litter is **significant** and **solvable**.



**↓ 54%**

Reduction in **visible litter**  
along roadways since 2009.

Litter is **significant** and **solvable**.



**90%**

of Americans think **litter**  
**is a problem** in their state.

Litter is **significant** and **solvable**.





# National Programs and Initiatives



KAB.ORG

We keep America beautiful so Americans can do beautiful things.

- Our programs are research-based, measurable, and designed for local implementation by our affiliates to improve community environments.
- By partnering with us, corporate sponsors demonstrate responsible leadership to their employees and customers.
- Through the engine of volunteerism – more than 12.1 million hours in FY18 – the ROI for our partners is exceptional.



END LITTERING



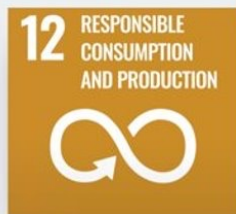
IMPROVE RECYCLING



BEAUTIFY COMMUNITIES



IN THIS 2021-2025 STRATEGIC PLAN, KEEP AMERICA BEAUTIFUL WILL STRIVE TO ALIGN WITH THE FOLLOWING UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS AND TARGETS:



# Cigarette Litter Prevention Program

END LITTERING



STOPPING SMALL LITTER FOR  
LARGE-SCALE IMPACT

For over 17 years in more than 1,700 communities, we have built America's largest cigarette litter reduction program.

## FAST FACTS

**#1**

CIGARETTE BUTTS ARE THE MOST  
LITTERED ITEM

**50%**

REDUCTION OF CIGARETTE LITTER  
WHERE PROGRAM IS EMPLOYED

**38%**

OF U.S. ROADWAY LITTER IS FROM  
TOBACCO PRODUCTS

**95%**

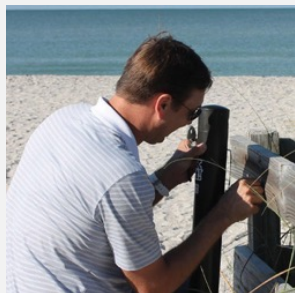
OF CIGARETTES FILTERS ARE  
PLASTIC AND DEGRADE SLOWLY

## VALUE

By educating the public about cigarette litter prevention, we are creating cleaner public spaces and communities together.

## IMPACT

Communities have installed ash receptacles and distributed pocket or portable ashtrays through education tools and funds awarded to KAB affiliates, local governments, business improvement districts, and other organizations.



## DID YOU KNOW?

Many smokers don't consider flicking their cigarette butts as littering, even though most filters are not biodegradable and end up polluting streams, rivers, and oceans.

## CORPORATE SPONSORS\*



\*as of 2019



# Great American Cleanup®

CLEANER ENVIRONMENTS FOR  
STRONGER COMMUNITIES

America's largest community improvement program engages individuals in 20,000+ locations to take greater responsibility for their local environment via community service projects.

## FAST FACTS (GAC 2018 DATA)

9.4M

VOLUNTEER HOURS

190K

ACRES OF PARKS, PLAYGROUNDS, TRAILS  
AND PUBLIC LANDS CLEANED

60M

POUNDS OF LITTER AND RECYCLING  
COLLECTED

55K

MILES OF WATERWAYS, WETLANDS,  
STREETS, ROADS, AND HIGHWAYS  
CLEANED



GREAT AMERICAN  
CLEANUP®

A KEEP AMERICA BEAUTIFUL PROGRAM

BEAUTIFY COMMUNITIES



## VALUE

Grassroots projects led by volunteers, local businesses, and civic leaders are organized from spring to fall to clean up litter, improve recycling, and beautify America's communities.

## IMPACT

**Education:** We change attitudes and behaviors toward the environment by teaching people, both youth and adults

**Recycling:** We motivate Americans to take simple, everyday actions to reduce, reuse, and recycle

**Cleanup:** We improve the aesthetics of our environment by creating cleaner public spaces through litter removal and elimination

**Greening:** We plant trees, flower gardens, and community vegetable gardens

## DID YOU KNOW?

Studies correlate clean, green, and beautiful spaces with improved mental and physical health, reduced crime, and stronger communities.

#cleanYOURblock

## CORPORATE SPONSORS\*



\*as of 2018



# America Recycles Day®

CREATING AND ACTIVATING EVERYDAY RECYCLERS

**Leading up to Nov. 15, along with our affiliates and partners, we connect and engage local communities to our national movement to make recycling part of their everyday behavior. Together, we're building a circular economy.**

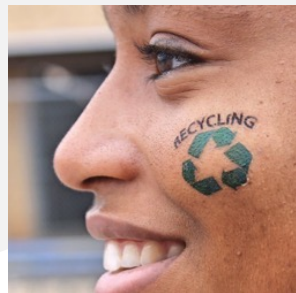
## FAST FACTS

**60**

DAYS FOR AN ALUMINUM CAN TO GO FROM THE RECYCLING STREAM BACK TO A STORE SHELF

**34.7%**

AMERICA'S CURRENT RECYCLING RATE (EPA, 2015)



## VALUE

Participation in our America Recycles Day Forum brings together industry leaders, public sector representatives, and consumers through key messaging that drives behavior change and motivates occasional recyclers to recycle every day.

## IMPACT

Thousands of communities participate each year by promoting environmental citizenship and acting to improve recycling in America. Over 1.5M pounds of recyclables were collected during the 2018 America Recycles Day and over 12,000 individuals pledged to recycle in FY18.

## DID YOU KNOW?

The KAB America Recycles Day is the only nationally-recognized day dedicated to promoting and celebrating recycling in the United States.

#BeRecycled

## CORPORATE SPONSORS\*



\*as of 2018



# Plogging for Our Planet

ENJOYING AND IMPROVING THE  
GREAT OUTDOORS

**Our Trash Dash™ program centers around plogging, the act of picking up trash while jogging. This unique form of community engagement incorporates our three main pillars: reducing litter, improving recycling, and beautifying communities.**

## FAST FACTS

**2018**

PLOGGING INTRODUCED TO  
THE U.S.

**100**

MORE CALORIES BURNED PER  
HOUR THAN JOGGING ALONE

PLOGGING IS THE COMBINATION OF THE SWEDISH PHRASE 'PLOCKA UPP'  
(MEANING 'PICK UP') AND 'JOGGING'.



KEEP AMERICA BEAUTIFUL  
**TRASHDASH**  
Plogging for our Planet

## VALUE

Through our plogging events, we are at the forefront of a new movement for environmental enthusiasts who lead an active lifestyle. Our partners have an opportunity to engage with consumers who share a desire for healthy communities

## IMPACT

Not only is the individual health of each plogger improved through the wide range of motions used, these active volunteers also keep the outdoor spaces where people meet clean, green, and beautiful

## DID YOU KNOW?

*O, The Oprah Magazine* cited our KAB plogging movement in their April 2019 issue, promoting the hashtags “#plogging” and “#DoBeautifulThings.”

BEAUTIFY COMMUNITIES



## CORPORATE SPONSORS\*



\*as of 2019



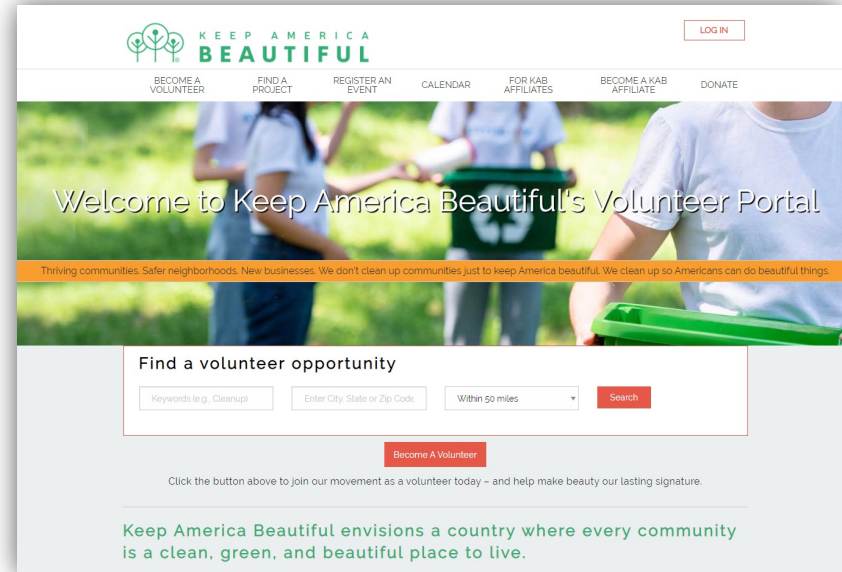


# Volunteer Portal



KAB.ORG

- Event Registration and Volunteer Management
- Manage Events in Real Time
- Streamlines Volunteer Process
- Allows for Direct Communication with Volunteers
- Assists in Tracking and Reporting Volunteer Activities



# Return on Investment



KAB.ORG



For each \$1 Invested by Local Government,  
an Average of \$14.55  
is returned in Community Benefits



# President's Circle Requirements

- Active Board
- Executive Director
- 6 Hours of KAB Training
- Annual Affiliate Fee
- Community Appearance Index / Litter Index
- Governance Report
- Event Reporting / One Project within each Impact Goal



# The Affiliation Process

**GAIN COMMUNITY SUPPORT**



**APPLICATION**



**COMMUNITY TEAM SELECTED**



**COMMUNITY TEAM TRAINED**



**COMPLETE REQUIREMENTS**



**KAB AFFILIATE TRAINING**



**KAB AFFILIATE**



# Next Steps

**REACH OUT TO KEEP AMERICA BEAUTIFUL**

**Contact: Jason Smith – [jsmith@kab.org](mailto:jsmith@kab.org)**

**BUILD COMMUNITY SUPPORT & COMMUNITY TEAM**

**Using the Tri-Sector Partnership Model**



KEEP AMERICA  
**BEAUTIFUL**

## Thank you!

Contact your Keep America Beautiful Regional Director:

**Jason Smith**  
Regional Director, West  
[jsmith@kab.org](mailto:jsmith@kab.org)  
(475) 298-1705

FOLLOW US AND #DOBEAUTIFULTHINGS



**KAB.ORG**



# Why does NMTD value KAB affiliation?

## Leverage the Volunteer Network

- National Name Recognition
- KAB Volunteer Portal for recruitment as well as volunteer management and outreach

## Leverage the Collective Knowledge

- National network of communities working to keep communities clean, green, and beautiful
- Access to best practices through the affiliate network and KAB research/resources
- Professional Development opportunities through webinars and KAB conferences

## Leverage the Funding Opportunities

- Eligible to apply for grants such as UPS Tree Planting grant, among others
- Eligible for In-Kind Donations, as available

# How can NMCB support KAB affiliates in NM?

## NM Clean and Beautiful Goals

1. End Littering
2. Reduce Waste
3. Beautify Communities
4. Empower Youth
5. Increase Program Capacity

## NMCB can offer funding support:

- ❖ Projects leveling up to the KAB impact areas
- ❖ KAB Affiliate Certification Costs
- ❖ KAB Affiliate Annual Dues
- ❖ KAB Affiliates who achieve President's Circle are eligible for funding to attend the KAB National Conference

➤ Technical Assistance for projects leveling up to KAB impact areas and requirements



# Questions and Answers

## Jason Smith

Keep America Beautiful  
Regional Director - West

[jsmith@kab.org](mailto:jsmith@kab.org)

203-659-3012



## Lucy Stanus

NM Clean & Beautiful  
Program Coordinator  
[lucy.stanus@state.nm.us](mailto:lucy.stanus@state.nm.us)  
505-660-4734

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# Thank you for attending!

## Next Steps to Move Forward

- ☐ Build community support and tri-sector partnerships
- ☐ Plan one project in each KAB impact area
- ☐ Reach out to Jason to begin the KAB affiliation process
- ☐ Reach out to Lucy to discuss the FY23 NMCB grant