

Adopt-a-Creek:

Community Engagement Through Pride of Place

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Keep Austin Beautiful

- Founded as a city program in 1983
- Established its 501(c)(3) status in 1985
- Governed by a volunteer board of directors
- Affiliate program of Keep Texas Beautiful and Keep America Beautiful



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BEAUTIFUL

Keep Austin Beautiful

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

Clean – removing litter from neighborhoods, creeks, and public spaces in collaboration with the community while raising awareness about the impact of litter.

Beautify – building vibrant sustainable communities by empowering neighbors to beautify and restore public spaces.

Recycle – cultivating waste reduction practices within the citizenry in order to divert waste from landfills and transition to a zero waste culture.

Educate – leading presentations, service-learning projects, and awareness campaigns to nurture environmental consciousness.

Recognize – honoring the most outstanding environmental efforts of individuals, schools, and organizations.



30,000

Volunteer Engagements



12,000

Youth Educated

100,000

Hours of Service



88

Schools Impacted



150,000

Pounds of Litter Removed



19,000

Native Trees Planted

18,500

Pounds of Recycling Diverted



1,150

Community Projects Completed

93

Invasive Plant Removal Projects

100

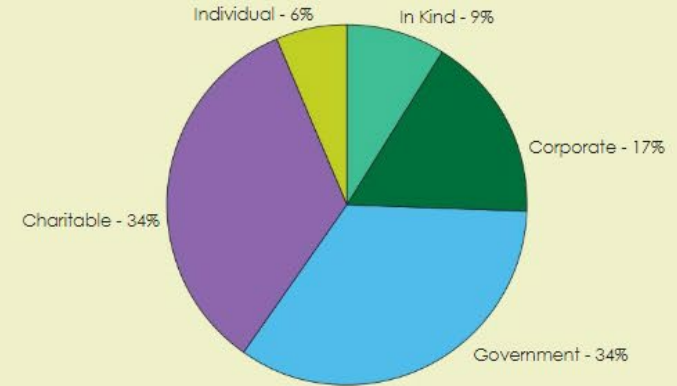
Adopt-a-Creek Partners

Financial Responsibility

FY 2018 Revenue*

Corporate	\$209,439
Charitable	\$423,453
Government	\$429,288
Individual	\$81,869
In Kind	\$108,930
Total	\$1,252,979

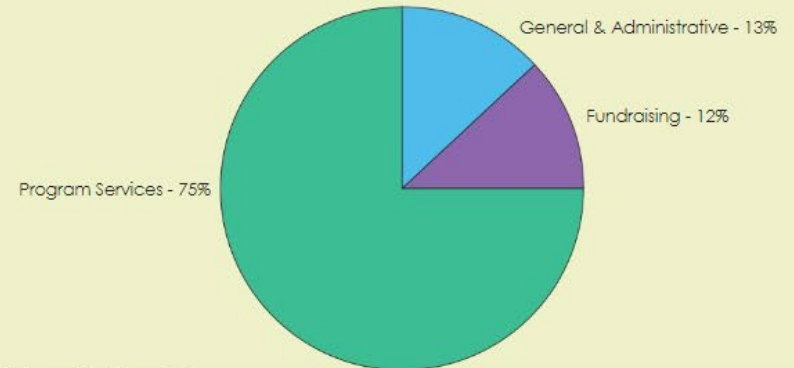
We could not accomplish all that we do without the many contributors who support our mission with funds, products, and services. **75% of all donations go directly to our education, cleanup, and beautification programs.**



FY 2018 Expenses*

Program Services	\$716,780
General & Administrative	\$124,983
Fundraising	\$113,091
Total	\$955,318

\$.75 of every dollar donated to Keep Austin Beautiful is designated for programs.



*Pre-audited financials

Our Programs

- **Clean Creek Campus-** Interactive science based activities for 3rd-8th graders to connect classroom learning with service projects that focus on protecting water quality. Participating schools receive two in-class presentations, followed by a service project at a local greenspace. All supplies and materials are provided by KAB, including the cost of transportation. (In partnership with Watershed Protection Department)
- **Green Teens-** Engages middle and high school students in weekly activities to connect with the outdoors and explore through service projects. Each year, four students receive a paid summer internship to assume a leadership role teaching younger youth, developing career skills, and continue their exploration of the natural world. (In partnership with Boys and Girls Clue)
- **Generation Zero-** In-class education program that engages K-12 students in fun, interactive activities which raise awareness about recycling, composting, and conservation while giving students simple solutions for reducing their waste. (In partnership with Austin Resource Recovery)

Our Programs cont...

- **Activity Kits-** Pre-assembled kits offered for free checkout to the community covering four topics; Zero Waste Lifestyle, Water Quality, Naturalist, and Gardening. Kits can range from making seed balls, to investigating vericomposting bins, and building a model watershed
- **Event Recycling-** provides free recycling and compost containers and flutter flags to raise the visibility of recycling and composting at events and reduce the amount of recyclables and compostables that are thrown away.
- **Resource Giveaway Day-** Annual giveaway day where community members come on a first-come first-serve basis to receive free mulch, soil, compost, seeds, plants, tools, and expert planting advice from Master Naturalists

Our Programs cont...

- **Keep Austin Beautiful Day**- In conjunction with Earth Day Austin, a citywide annual event that hosts over 100 volunteer cleanup and beautification sites totaling close to 4,000 volunteers
- **360 Clean Up**- Annual cleanup in January to pick up leftover holiday decorations that have been left on the Ashe Juniper trees lining Highway 360. All reusable decorations are donated to Goodwill.
- **Community Engagement Days**- Rolling series of events focused on engaging the local community in litter abatement, park beautification, and graffiti removal. Events are held in parks and communities that have historically been passed over for improvement funds.
- **Clean Lady Bird Lake**- Held every other month, volunteers clean up 25 different sites along the water and shoreline of the Colorado River



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- Began in 2005 as a vision of the City of Austin Watershed Protection Department. WPD continues to be our major partner and sponsor of the program
- Works to educate community members on the importance of clean and healthy creeks
- Through education and access to supplies, Adopt-a-Creek aims to connect community members to their local creeks
- Community members “adopt” quarter mile stretches of creek for at least one year, holding two or more events focused on litter abatement and restoration
- In return for their commitment, “Adopters” receive access to our cleanup supplies and tool shack, native seeds and plants, help planning and posting events to our volunteer calendar, and hands-on advice and training from our staff and Watershed scientists
- Adopters also receive a metal plaque that marks their adopted area, as well as branded gear such as coffee tumblers, shirts, and backpacks





- KAB staff work to place Adopters in the creeks that are most important to them; near schools, homes, and places of worship
- KAB and WPD work hand in hand with Adopters to walk through the sites and discuss potential hazards, ID plants, and plan future projects





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- Adopters enter into a restoration plan after their first year of adoption
- KAB and WPD provide trainings on effective invasive species removal and proper planting techniques
- Various sponsors provide native seeds and plants to our Adopters at no cost
- Adopters can turn their sections into WPD designated “Grow Zones”





“KAB Adopt a Creek resources made the cleanup effective and run smoothly. It was a great way to spend family time together and our pleasure to help in some small way with keeping our city clean and beautiful.

- L. Bailey, Bailey Family

“It was a beautiful day to be outside in the greenbelt, with the additional satisfaction of accomplishing some improvements.”

- M. Yeatts, SEATAG Alliance

“It was both fun and rewarding to see the impact we made in our community.”

- A. DeVivo, Austin Youth River Watch



Issues We've Faced



- KAB is working with WPD, PARD, and Travis County Integral Care to train volunteers on best practices when encountering camps.
- Difficulty adopting sections on Austin's east side where most creeks run through private property (residential and commercial)
- Difficulty tracking actual impact because of reports not submitted

How Do We Reach the Community

- **Word of Mouth-** Adopters spread the word through open volunteer events, visible tile placement, and networking
- **Tabling and Outreach-** KAB staff attend multiple mission-oriented tabling events a year, as well as attend all relevant stakeholder meetings for local watersheds
- **Neighborhood Associations-** Reaching out to HOAs and NAs in an effort to find Adopters for private property creeks
- **Mutually Beneficial Strategic Partnerships!!**



How Do We Reach the Community



2018 Adopt-a-Creek Outcomes



108 Adopting Groups



4,173 Volunteer Hours
in 2018



112 Projects reported



Adopters in 25
watersheds



19,000 lbs of trash
removed in 2018

Looking into the Future...

- **KAB is working to provide access to conservation education and beautification supplies to communities who have historically been under-represented in parks and are continually effected by pollution**
- **Signed a contract at the beginning of 2019 with a Spanish media company to create culturally relevant language for the Adopt-a-Creek program**
- **Working to translate paperwork and training videos to Spanish, as well as lead multiple Spanish speaking volunteer events**

Thank You!!



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