

**HASTINGS CITY COUNCIL
WORKSESSION AGENDA**

**Council Chambers – City Hall
220 North Hastings Avenue
May 16, 2022
5:30 PM**

ROLL CALL:

PLEDGE OF ALLEGIANCE:

MOTION TO ADOPT CURRENT AGENDA for May 16, 2022 Worksession.

PUBLIC NOTICE - Official Notice of the Worksession was published in the Hastings Tribune on Friday, May 13, 2022. Pursuant to Nebraska Revised Statute Section 84-1412, the public is advised that a copy of today's agenda and all reproducible written material which will be discussed at today's meeting is available. Also, a current copy of the Nebraska Open Meetings Act is posted and accessible to members of the public.

DISCUSSION ITEMS

1. Presentation on Keep America Beautiful and potential City of Hastings affiliation – Bob Verkuilen, President/CEO of Keep Nebraska Beautiful and Jason Smith, Regional Director – West.
2. Presentation on Stormwater Management Requirements - Reuel Anderson, Nebraska Department of Environment and Energy NPDES Compliance Section Supervisor.
3. Discussion of proposed Water Department City Code changes.

ADJOURN:

The Mayor and City Council reserve the right to enter into an executive session at any time during the meeting, in accordance with the Nebraska Open Meetings Act, even though the closed session may not be indicated on the agenda.

It is the intention of the Mayor and City Council to take up the items on the agenda in sequential order. However, the Mayor and City Council reserve the right to take up matters in a different order to accommodate the schedules of the city council members, person having items on the agenda, and the public.



Council Members,
City Administrator, &
Fellow Department Heads,

Development Services has many goals that are easily attainable this coming budget year. Some of the priorities for 2022-2023 are a continuation of fulfillment of goals for 2021-2022, while others are new and attainable due to an open window of opportunity that has occurred over the last year. All of our goals were discussed as a team prior to making official notation and many were developed to address issues or concerns discovered with Staff, other departments, administration and the Citizens for Positive Community Improvement Committee. To aid in the tracking of these goals I have placed these goals in order of priority in the following table with a metric to measure. A summary of each goal follows the table to elaborate on each.

2022-2023 GOALS				
#	Type	Goal	Metric	Threshold
1	Continued From 2021/2022	Comprehensive Plan & Zoning code (Chapter 34) updates.	10% Complete	100% End of FY
2	Continued From 2021/2022	Continue to implement Recipitation for plumbing and gas with GI and Kearney. As part of this we are also accomplishing code change to allow for testing through ICC and/or Pearson View to replace in house testing of plumbers & Gas contractors. Make renewal available online in iWorQ license management module.	50% Complete	100% End of April 2022 (this is contractor yearly renewal timeframe)
3	NEW!	Add a vehicle and tires for existing department trucks	% Complete	100% End of October 2022
4	NEW!	Communication & perception continue to be an issue. As such we are going to request additional money to fund quarterly lunch & learns, a flip onsite handbook for developers and contractors; and some website enhancements to allow us to better advertise our Planning and Zoning Cases.	% Complete	100% End of October 2022
5	NEW!	Make Planning Administrative Assistant FT	% Complete	100% End of October 2022
6	Continued From 2021/2022	Continue to re-establish (post reorg) and streamline stormwater process to get State permit & inspections back in line with our	75% Complete	100%

		commitment (collaborative effort with Deb B. and Engineering).		
7	Continued From 2021/2022	Continue to refine and cut down time it takes to process of Subdivisions.	50% Complete	100%
8	Continued From 2021/2022	Build sense of community and provide more opportunities for community engagement and visibility (i.e., KAB affiliation, banner system / Gateway signage & incubator space)	10% Complete	50% End of CY 2023
9	Continued From 2021/2022	Delegated Authority-partner with HFD on implementation.	25% Complete	100% End of CY 2023
10	Continued From 2021/2022	Continue to go paperless/digitize to nearly 75% reduction by end of 2022.	Paper costs and # of print/copier jobs reduction	75%
11	NEW!	Bring Rental Inspection Program online.	% Complete	75% Summer of 2023

Comprehensive Plan & Unified Zoning Code Update

- City Comprehensive Plan is due for an update every 10 years. *Imagine Hastings* was fully adopted on February 24, 2009. This was over 12 years ago. This is still an urgent item!
- Chapters 34 of City Code is also well overdue for an overhaul. Times have changed, Hastings has changed and so has its needs. As such, the following issues are occurring in the existing zoning and subdivision codes
 - o Illegal Parts
 - o Missing Parts
 - o Outdated Parts
 - o Extra Parts
 - o Band aid planning. Rather than fixing the code and planning to it we are planning a path and changing the code when necessary to make it happen.

Recipitation Agreement for Plumbing and Gas Inspections. Many contractors and homeowners are unhappy when they purchase stove ranges or fixtures at big box stores in Grand Island or Kearney with free installation only to discover they must hire someone within City limits to install it. This is due to not having a current recipitation clause in our code. We need then to add a statement we recipitate with these other communities. Grand Island is open to this and we are also approaching Kearney with this as well. As part of this we are also accomplishing code change to also allow for testing through ICC and/or Pearson View to replace our in-house testing

2020 KEEP AMERICA BEAUTIFUL ANNUAL REPORT



Letter from Helen

Dear Friends, Partners, and KAB Family:

Keep America Beautiful is needed in our nation's communities more than ever before. We are observing unprecedented threats to the public spaces our organization works to keep clean, green, and beautiful. Our tri-sector coalition of social, public, and private organizations, in addition to the millions of volunteers we engage, make up a nationwide partnership working to educate and inspire individuals to clean and improve their communities. The Keep America Beautiful network is growing and well positioned to drive positive change across the country. This report shows a few of the ways we are getting it done.

Enough has been said about 2020 to establish it as an unusually difficult year. 2020 provided some exceptional challenges for Keep America Beautiful and the affiliate network. The Keep America Beautiful network reported numbers tell the story of how a pandemic impacts our work.

Keep America Beautiful in 2020 is about resilience, agility, and evolution. The 2020 pivot is even more remarkable for an organization of our size, scope, and age.

The year started with the completion of the 2021-2025 strategic plan which led into a spectacular National Conference in Memphis, TN. This is always such a great time for Keep America Beautiful because it allows our affiliates to all gather, share stories, and plan for the year(s) to come. In retrospect, we recognize that face-to-face human contact as invaluable.

In mid-March we closed the Stamford office and moved to a fully remote workforce. We took it upon ourselves to lead by example and approach the emerging pandemic with an abundance of caution.

Our affiliates all struggled with their inability to "get out there" and there were changes at KAB headquarters too. Early on we moved to a fully remote work environment and took full advantage of our cloud-based infrastructure and communication tools. When people needed to be in the Stamford office, we followed all recommended protocols out of an abundance of caution.

KAB became a resource for trusted information for our affiliate networks- creating a Covid-19 resource center on KAB.ORG that housed the latest health information, and tips on how to beautify during a pandemic. We launched the 'Do Beautiful Things' website dedicated to the goodness in people during a global pandemic. GAC went virtual, we had a digital TrashDash, and even our annual gala dinner – Vision for America was conducted over Zoom.

2020 presented additional challenges too. The murder of George Floyd rocked communities across the country and caused Keep America Beautiful to take a long hard look at our diversity and inclusion position. This resulted in a formal DEI committee being established both within KAB and leading a committee for the affiliates. We published our DEI position on our website and created a message of support for Black Lives Matter. This is the beginning of how we bring "inclusive" from the strategic plan to our every day.

Keep America Beautiful delivered amazing things during the year. We took a leadership position on PPE litter and messaging proper disposal, including a feature in the New York Times, we launched a new PSA focused on kitchen plastics, created a program to support Martin Luther King Jr. thoroughfares across the U.S., added XX affiliates and created another new international affiliate in Ghana.

Yesterday, today, and tomorrow, Keep America Beautiful and our affiliates have campaigned tirelessly for beautiful communities all around our nation. We will continue to adapt and grow to best serve all of our stakeholders, regardless of the conditions.

Sincerely,
Helen Lowman
President and CEO
Keep America Beautiful





Numbers Tell the Story

We pivoted to digital events at the beginning of the pandemic with little infrastructure or experience to support this rapid shift. While people were sheltered in place and early information on Covid-19 indicated that it could be transmitted through touch and would live on materials, volunteers for community cleanups disappeared. Even so, in 2020 (program year) we:



\$41,500,000

All told, Keep America Beautiful, our affiliate network and our grassroots volunteers generated \$41.5 million in economic value to the communities we serve, on a budget of \$6.1M – generating a 7x sROI for our partners.



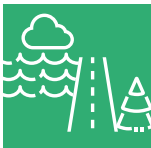
673,000

Mobilized 673,000 volunteers and participants



17,000

Held 17,000 events



92,000

Improved 4000 public spaces covering 92K acres of land, 8000 miles of shorelines, and 14,000 miles of roads.



134,000

We planted 14,000 trees and 134,000 plants and flowers.



37,000,000

We collected 37 million pounds of recyclables, of which about 10% were beverage containers.



70,000

We were in 609 schools and reached almost 70,000 students with our public education messaging, and an additional 60,000 community members across 250 workshops.



Programs+Events

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 our community environments. By partnering with us, corporate sponsors demonstrate responsible leadership to their employees and customers – and through the engine of organized volunteerism, our affiliates and partners help us deliver exceptional return on investment in the communities we serve.

Great American Cleanup

The 2020 Great American Cleanup® (GAC), the nation’s largest community improvement program, celebrated its 22nd year.

The 2020 program created thousands of opportunities for millions of volunteers to have remarkable results – picking up millions of pounds of litter, cleaning over 100,000 acres of public spaces, and tens of thousands of miles of roadways and shorelines.

In 2020 Keep America Beautiful brought America’s leading volunteer-driven community improvement program, the Great American Cleanup®, directly to people’s homes with today’s kickoff of the Great American Cleanup Virtual Experience, in advance of #GivingTuesdayNow.

Normally running through the spring months (March -June), based on local health guidelines, annual Great American Cleanup volunteer events resumed June 1-Oct. 18.

Keep America Beautiful, along with national sponsors and partner organizations, engaged volunteers who transformed public spaces; improving and beautifying roads, shorelines, and waterways; and planting trees, flowers, gardens. In total, over 8 million pounds of litter and 37 million pounds of recyclables were collected.



92K

acres of parks,
playgrounds, trails &
public lands cleaned



45M

lbs. of litter, debris, &
recyclables collected



1.1M

volunteer hours



22K

miles of waterways,
wetlands, streets, roads
& highways cleaned

America Recycles Day

America Recycles Day® (ARD) is the only nationally recognized day dedicated to encouraging, promoting, and celebrating recycling, which takes place on and in the weeks surrounding Nov. 15.

Focusing on individual recycling action and behavior in 2020, Keep America Beautiful and its national network of community-based affiliates directly engaged individuals by providing a platform to promote environmental citizenship and hosted events that aimed to increase and improve recycling.

To encourage positive recycling behavior on ARD and throughout the year, Keep America Beautiful urged people to take the #BeRecycled Pledge, a promise to actively choose to reduce, reuse, repurpose, and recycle in every aspect of one's life.

Joint Base San Antonio (JBSA) received the second annual America Recycles Day® (ARD) Recycling Hero Award by Keep Texas Beautiful and Keep America Beautiful®. The ARD Recycling Hero Award recognizes groups or individuals who have made a significant contribution to the promotion or implementation of recycling programs.

Sponsors of the 2020 America Recycles Day included Title Sponsor Cox Enterprises, as well International Bottled Water Association (IBWA), and Michelob Ultra.



\$56.3M

in total economic
benefits



1.8M

lbs. of recyclables
collected



67.3K

volunteers and
participants

Employee Engagement

Powered by people, Keep America Beautiful works with some of the world's leading companies to give purpose and meaning to corporate volunteerism and improve communities where employees live, work, and play. With affiliates across the country, Keep America Beautiful supports employee engagement activities that facilitate experiential learning, deliver impact, and create deeper employee ties.

In 2019, Keep America Beautiful engaged 675 corporate employees through 16 events and seven assorted activities.

Pernod Ricard USA, a premium spirits and wine company, collaborated with Keep America Beautiful for the company's ninth annual Responsib'ALL Day. At eight of the events across the country, employees collaborated with Keep America Beautiful and local partners on activities, including building garden beds and recycled benches, and planting hundreds of flowers, shrubs, and plants.

In celebration of World Environment Day, June 5, 2019, Anheuser-Busch Foundation and Michelob's Team ULTRA partnered with Keep America Beautiful to host a plogging cleanup event for employees in New York City. More than 40 employees participated and collected 11 bags of trash and six bags of recyclable material.

Keep America Beautiful also partnered with Target's corporate office in Minneapolis, Minnesota, as part of a company Day of Service in 2019. Employees created over 3,000 seed balls and cleaned four major parks within Minneapolis. The completed seed balls were distributed to be planted throughout the city.

Employee volunteers from Xylem Inc., a leading global water technology company, teamed up with Keep America Beautiful and Stamford, Connecticut Mayor David Martin to plant 30 trees at Stamford's Cove Island Park. The tree planting initiative was part of Xylem's Global Month of Service.



16

employee engagement
events



675

corporate employees
engaged

Cigarette Litter Prevention

Keep America Beautiful created the Cigarette Litter Prevention Program® (CLPP), the nation's largest program aimed at eliminating cigarette litter, in 2002. Since its inception, the program has been successfully implemented in more than 1,800 urban, suburban, and rural communities nationwide.

As part of the 2019 CLPP, Keep America Beautiful distributed 48 grants, totaling more than \$300,000, to our community-based affiliates and partner organizations.

Keep America Beautiful also partnered with Wesley Schultz Ph.D., Dean at California State University San Marcos to conduct a research project designed to determine if public service advertising in combination with litter prevention tools affects local cigarette litter. The campaign's out-of-home advertisements were comprised of creative resources from the agency Leo Burnett, which featured messaging that encouraged improving cigarette littering behavior through education and awareness. The pilot was activated in Columbus, Ohio, and Memphis, Tennessee.

Additionally, Keep America Beautiful, as part of a Philip Morris USA-supported initiative called "Stand for the Land," distributed 10,000 litter stands to affiliates and partner organizations to place in public spaces in 35 states nationwide.



35

states Litter Stands were placed



10K

Litter Stands placed



100+

Affiliates and NACS convenience stores



150+

TrashDash: Plogging for Our Planet

Plogging, the combination of jogging and picking up litter, was adopted by Keep America Beautiful as it provides people with the unique opportunity to simultaneously exercise while ending littering, improving recycling, and beautifying communities.

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In 2020 Keep America Beautiful®, the Stamford, Connecticut-based national community improvement nonprofit organization, transitioned the in-person component of its second annual TrashDash™ – a plogging event and fun run – completely virtual due to rising concerns of COVID-19.



200

plogging kits distributed to affiliates



300

ploggers participating in inaugural TrashDash

Vision for America Award

The Keep America Beautiful® Vision for America Award recognizes individuals and corporations that lead transformation toward a circular and renewable economy.

Since 1986, the Keep America Beautiful Vision for America award and dinner have recognized companies and individuals who have led change toward renewable transformation. We honor those that are committed to making long-term investments in sustainability. Our vision is to recognize those that lead change toward circular and renewable transformation. We honor those that are bold and dare to have long term investments in sustainability. By honoring those who apply a science-based approach, we can collectively determine the best strategy to drive actionable change throughout America.

In 2020, Keep America Beautiful hosted a virtual event to honor and celebrate those visionary thought leaders who display a shared value for social good and support Keep America Beautiful programs and mission to achieve a better and more sustainable future for all. The conversation this year focused on the power of purpose and community. What do we want our future communities to look like and how to achieve this through shared vision and purpose.

Community Impact & Recycling Grants

Keep America Beautiful community impact and recycling grants, funded by corporate and foundation partners, strengthen our network of affiliates by addressing local needs and promoting volunteerism.

Keep America Beautiful®, the nation's leading community improvement nonprofit organization, in partnership with Diageo North America and its Diageo Community Activity and Relief Efforts ("Diageo C.A.R.E.s") program, announced the creation of the Keep America Beautiful Community Improvement Grant program to support the efforts of volunteers, residents, community groups, and business owners/employees to prevent litter, promote recycling, and beautify areas in and around Martin Luther King Jr. corridors and promote neighborhood building by empowering individuals to become engaged in the communities where they live and work.

The Coca-Cola Public Spaces Recycling Bin Grant continued to make it more convenient for people to recycle on the go in public spaces. The 2019 program distributed public space recycling bins to 31 organizations, including community-based affiliates as well as government agencies, colleges and universities, and Native American tribal locations in 19 states.

The 2019 UPS Community Tree and Recovery Planting Grants Program awarded 12 Keep America Beautiful affiliates with grants totaling \$70,000. The program provides grants for tree plantings that will have a greater likelihood of withstanding natural disasters in communities that have lost a significant number of trees because of a recent disaster.

In 2019, as part of its "Let's Play" initiative, Keurig Dr Pepper, together with Keep America Beautiful, incorporated recycling bins and recycling-themed imagery on 10 playgrounds it built with KaBOOM! The public space recycling program will continue with similar playgrounds planned for 2020.

The Lowe's Community Partners Grant Program funded 20 projects in 2019. The grants were awarded in the form of Lowe's gift cards to assist with projects that focused on ending littering, improving recycling, or beautifying communities.



50+

awarded more than 50
community impact grants



31

Public Spaces Recycling Bin
Grants given to 31
organizations in 19 states

Community Restoration and Resiliency Fund

The Keep America Beautiful® Community Restoration and Resiliency Fund (CRRF), launched in 2017, draws on field-tested environmental sustainability and community-building practices with the goal of restoring, revitalizing, and creating more resilient communities after natural disasters occur.

Managed and administered by Keep America Beautiful, the fund supports communities as they rebuild and transform vital public spaces: parks, open spaces, Main Street/downtown areas, and more. In 2019, Keep America Beautiful distributed 12 grants, totaling nearly \$115,000. Nearly 600 volunteers donated nearly 2,000 volunteer hours to collect 28,960 pounds of litter and debris, and much more. The prevalence of natural disasters is on the rise. Sustained support of the CRRF allows Keep America Beautiful to continue to provide communities with funding to rebuild vital public spaces and restore a local sense of pride in the wake of disaster.



70k

lbs. of litter & debris
collected



960

number of volunteers

Youth and Education

Education, through the Keep America Beautiful® Model for Change, is the cornerstones of Keep America Beautiful. We offer two transformative youth and education initiatives – Waste in Place® and the National Youth Advisory Council (YAC) – that serve to empower and inspire the next generation of environmental stewards.

Waste in Place (WIP), a STEM-based resource guide, continued to provide educators the tools and lessons necessary to teach Pre-K through 6th grade students about litter prevention and the benefits of community beautification, recycling, and solid waste management.

In 2020 Keep America Beautiful published a variety of free Waste in Place lessons.

Six students participated in the YAC, which offers students from diverse backgrounds the opportunity to serve as ambassadors in their communities. Each student was given a \$1,000 stipend to implement a community-service project, which ranged from community gardens to the installation of a refillable water bottle station.

The students also attended the 2019 National Conference in Baltimore, Maryland, with the support from the Wrigley Company Foundation, for a week of collaboration and learning.



\$1K

awarded to each Youth
Advisory Council member



413

affiliates using "Waste in
Place" curriculum



1.5M

youth reached each year



SHAPING OUR FUTURE

#DoBeautifulThings

National Conference and Awards

Keep America Beautiful®, the nation's largest community improvement nonprofit organization, hosted its annual Keep America Beautiful National Conference on Feb. 12-14, 2020 at The Peabody Memphis Hotel in Memphis, Tennessee.

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The Keep America Beautiful National Conference – themed “Shaping Our Future” – is an educational, training and networking forum for the organization's community-based affiliates, as well as leaders, experts, and policymakers in the field of community improvement. It provides an opportunity to discuss innovative ideas and goals for national and local community beautification initiatives, anti-littering campaigns, and improvements to the way we recycle and manage waste.

The Keep America Beautiful National Conference 2020 Sponsors: Platinum – Tennessee Department of Transportation (TDOT); Gold – Altria Group and Santa Fe Natural Tobacco Company; Silver – Keep Tennessee Beautiful. In-kind sponsor – Mars Wrigley Confectionery.

The Keep America Beautiful 2019 National Awards Program, presented at the 2020 National Conference in Memphis, Tennessee, celebrated the work of more than 80 individuals, including community leaders from the affiliate network and other partner organizations.





The Impact In Our Community

Keep America Beautiful brings people together to transform public spaces into beautiful places. Our formula for success is simple. At the grassroots level, our affiliates create innovative, locally focused programs that reach deep into their communities to effect positive change. Here is a small sampling from among thousands of affiliate projects that are creating a greater whole—a more beautiful America.

DoBeautifulThings

In celebration of the 50th anniversary of Earth Day (April 22), national nonprofit Keep America Beautiful® will launch [DoBeautifulThings.org](https://www.dobeaautifulthings.org), a website designed to showcase acts of kindness during the coronavirus (COVID-19) pandemic.

“At Keep America Beautiful we have been defining beautiful as ‘clean and green’ for over six decades,” said Keep America Beautiful President and CEO Helen Lowman. “But beautiful is much more than that. Beautiful is people practicing acts of kindness. Beautiful is people coming together as a community. Even in challenging times, people do so many beautiful things – and we know that acts of beauty inspire more acts of beauty. [DoBeautifulThings.org](https://www.dobeaautifulthings.org) will demonstrate how many small, but beautiful actions can inspire positive change”

Daytona 500 Champion Austin Dillon Supports Keep America Beautiful

Thanks to a long-standing partnership with Dow, Richard Childress Racing will feature Keep America Beautiful® on the No. 3 Chevrolet driven by Daytona 500 Champion Austin Dillon when NASCAR races at Darlington Raceway on Wednesday, May 20.

“My relationship with Dow has introduced me to so many great organizations and causes over the years and Keep America Beautiful is a great example,” said Dillon. “Keep America Beautiful inspires and educates people to take action every day to improve and beautify their communities, and I know that NASCAR fans will be motivated to get involved by joining a real or virtual cleanup event. I’m honored to represent Dow and Keep America Beautiful on my Chevy.”

Dillon also took part in the iRacing series using simulation software on a virtual Homestead-Miami Speedway in support of the Keep America Beautiful Great American Cleanup®, the nation’s largest community improvement program, which has also been postponed because of COVID-19. Dillon, RCR and Team Dillon Management have incorporated the Keep America Beautiful, Great American Cleanup, and Dow logos, among others, into his paint scheme to continue the representation of partnership between Dow, RCR and Dillon during this unique time.

Keep America Beautiful: Watch Where You Toss Used Wipes and Gloves!

National nonprofit Keep America Beautiful® issued an urgent call today for all Americans to properly dispose of cleaning supplies and personal protective equipment (PPE), including used sanitizing wipes, masks, and plastic gloves. These belong in the trash, not on the ground.

“We have been hearing from more and more people who are seeing wipes, gloves, and other related items on streets and walking trails, or being left behind near supermarkets and pharmacies,” said Keep America Beautiful President and CEO Helen Lowman.

If a store provides wipes to clean off a cart, it likely has a trash receptacle nearby. If consumers are carrying their own wipes or gloves, make sure to properly dispose of used gloves, wipes, and masks in a trash receptacle at the store or have a bag inside your vehicle to place the items in to dispose of at home.

Keep America Beautiful sent an urgent alert to its more than 650 nationwide affiliates, asking them to spread the word among their millions of volunteers. “We will get through this, working together and looking out for one another,” she added.

As states and cities across the country move forward with plans to reopen parts of their economies and more people go outdoors and seek recreation in public spaces, including parks and beaches, national nonprofit Keep America Beautiful® issued an urgent reminder to all Americans to properly dispose of trash and litter as they venture outside.

“As more states roll out plans to reopen portions of their communities, we want to remind everyone that we all must continue to do our part to keep beaches, parks, waterways, and streets safe and clean. As COVID-19 continues to pose an ongoing threat, it is imperative that we stay vigilant and properly dispose of trash and litter that could potentially harm wildlife and spread the virus,” said Keep America Beautiful President and CEO Helen Lowman.

Keep Ghana Beautiful

Keep Ghana Beautiful becomes Africa’s first affiliated organization with Keep America Beautiful.

Keep America Beautiful®, the nation’s leading community improvement nonprofit organization, today announced the certification of Keep Ghana Beautiful, which becomes Africa’s first affiliated organization with Keep America Beautiful. Keep Ghana Beautiful joins more than 650 Keep America Beautiful domestic affiliates and five other international affiliates that are in Canada, Bermuda, and the Bahamas.

“Becoming a Keep America Beautiful international affiliate is certainly marking another milestone in shaping our project in Ghana,” said Keep Ghana Beautiful Executive Director Elijah Mensah, who has spent the past year with Keep America Beautiful as an Atlas Corps Fellow, a program that is designed to develop social sector leaders, strengthen organizations, and promote innovation through an overseas fellowship of skilled nonprofit professionals. “We are proud to belong to the Keep America Beautiful family of affiliates. With this certification, we look to working together to contribute to creating clean, green, and vibrant communities in Ghana.”

Launch of “Changes” PSA

Keep America Beautiful®, in partnership with the Ad Council and Keurig Dr Pepper, has created a PSA called “Changes” to encourage proper recycling of kitchen plastics and showcase the recycling journey.

Strategic Plan

Keep America Beautiful launches new Strategic Plan

In our 2021-2025 strategic plan, we turn our focus to the power of our collective impact driven by our broad network of affiliates and the individuals and partnerships that they mobilize in their communities. The aim of this strategic plan is to invite and encourage our affiliates to take a stronger and more active role in developing, implementing, and measuring the impact of our solutions. We intend to break down barriers, and build bridges in their place, and to take the most effective ideas and practices emerging throughout the affiliate network and amplify them to achieve the greatest possible nationwide impact.

Diversity & Inclusion

Beautiful is more than just clean and green. Beautiful is justice. Beautiful is equity. Beautiful is diversity. Beautiful is community. At Keep America Beautiful®, we stand in solidarity with those peacefully demanding what is beautiful.

As the largest community improvement organization in the United States, with affiliate organizations in hundreds of diverse neighborhoods across the country, Keep America Beautiful® confirms our belief a beautiful America is not only clean and green but also an environment where empathy and justice guide us all.

We believe a beautiful America is made up of proud communities and unique, interconnected people – and that diversity, inclusion, compassion, caring, equity, and justice are tenets of a better society for everyone. These are challenging times in our nation's history. We need courage and hope, along with concerted and peaceful action. There are many things we do every day to beautify our America. And the one beautiful thing we must do—once and for all—is end discrimination in all its forms.

As part of our operational values, Keep America Beautiful has developed the following diversity and inclusion statements to honor and celebrate our differences:

MISSION

For Keep America Beautiful, diversity and inclusion mean recognizing and appreciating the uniqueness of everyone; treating individuals with equity and integrity.

GOAL

Keep America Beautiful aims to create a welcoming work environment where individuals can thrive, contribute, and be respected in their perspectives, without bias.

VISION

Protecting and celebrating organizational diversity and accepting the uniqueness of our communities as strengths. Keep America Beautiful commits to creating a team that is greater than the sum of its multiple parts and provides fertile and fruitful ground for educational, creative, and social progress.



KEEP AMERICA
BEAUTIFUL



KEEP AMERICA
BEAUTIFUL
BEAUTIFUL
KEEP AMERICA

