



# KEEPING HUTTO BEAUTIFUL FOUNDATION

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## 2018 Annual Report

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# Overview

Keep Hutto Beautiful (KHB) is dedicated to the beautification and sustainability of the Hutto Community. This is proven through a commitment to programs such as the Great Hutto Cleanup, Peterson Community Garden, America Recycles Day, Hutto Adopt-A-Spot, and Fall Garden Fest.

As one of Texas's fastest growing communities, Hutto must remain mindful of the environmental impact that comes with growth. Attention to litter prevention, illegal dumping, beautification, and green initiatives are key.

Keep Hutto Beautiful is navigating through the changes that come with a developing community by putting a stronger emphasis on community outreach, recycling education, and litter prevention programming.

## STATE RECOGNIZED

- Silver Star Affiliate of Keep Texas Beautiful and part of a network of nearly 300 other affiliates throughout the State of Texas.
- State Recognized as the Affiliate of the Month for October 2018, a recognition campaign of Keep Texas Beautiful. Honored at October City Council Meeting with special presentation.
- Received 2nd Place in the Governor's Community Achievement Awards and an Award of Excellence in 2018.
- 501©(3) nonprofit registered with the State of Texas and has recently become a member organization.
- Proud Partner of Take Care of Texas and Nature Rocks Austin. Member of Hutto Area Chamber of Commerce.

## BOARD OF DIRECTORS

The all-volunteer board of directors is responsible for providing oversight and strategic direction for Keep Hutto Beautiful and its programs. Board members serve staggered three-year terms and serve as advocates for Keep Hutto Beautiful in the community. They assist with growing the organization's resources through fundraising, relationship building, and acknowledgement of supporters and volunteers. In 2018 there was an 8-person Board of Directors, plus an additional 19 individuals serving on board committees.

2018 Board Members: Jessica Romigh (Chair), Karin Stern (Secretary), Karen Daly (Treasurer), Bob Clark, Debbie Holland, Sue Misiti, Karen Perez, Lance Romigh

## MEMBERSHIP

Keep Hutto Beautiful has become a member organization in 2018 so that we could have a more intimate and ongoing relationship with our community of volunteers, donors, and partners. Our members (both business and individual) have the opportunity to vote on incoming board of directors at our Annual Meeting / End of Year Celebration. Members are stakeholders in Keep Hutto Beautiful and be part of making a difference in our community. By becoming a member of Keep Hutto Beautiful Foundation, you become a contributing part of making Hutto a cleaner and more beautiful place to live, work, and play.

## **VOLUNTEERISM**

In 2018, 600 volunteers worked 3,132.25 hours to support the KHB mission, a 76.53% increase from 2017 and a value of \$77,335.25 according to the national volunteer value. An additional 1,700 volunteer hours (\$41,973 value) of director and administrative duties for the organization was performed by the Board of Directors Chair.

## **COMMUNITY OUTREACH**

Keep Hutto Beautiful focused on Community Outreach in 2018. The organization had booths at Spring-A-Palooza, Vida Fest, Selfless Saturday, EWCHEC Orientation, Hutto ISD Teacher In-Services, Hutto Farmers Market, and the Chamber Luncheon Earth Day Celebration. We were also the Guest Speaker at the January Hutto Has Heart Quarterly Meeting, as well as multiple Rotary Club Meetings, Chamber Luncheons, and Quarterly HOA Meetings. Keep Hutto Beautiful was also an integral part of the City of Hutto's Texas Arbor Day Event, being interviewed for their video coverage of the state holiday.

KHB sent out 9 press releases in 2018 highlighting programs, grant awards, and accolades of KHB. Media outlets including Austin American-Statesman, Community Impact, and Taylor Press ran stories based on these releases.

KHB received Mayoral Proclamations for the Hutto Adopt-A-Spot and Great Hutto Cleanup programs. The Hutto Area Chamber of Commerce did a Ribbon Cutting in November at the Peterson Community Garden recognizing the accomplishments thus far at the garden.

In December 2018, Keep Hutto Beautiful presented Veterans Hill Elementary School with a Certificate of Appreciation for their dedication to recycling during an all-school assembly. The school participated in Recycle-Bowl and recycled 20,739.06 pounds in one month.

### **2018 Online Presence**

- Facebook page went from 420 to 658 followers, a 56.67% increase.
- Twitter followers went from 75 to 122, a 62.67% increase.
- Instagram followers went from 184 to 292, a 58.7% increase.
- KHB monthly newsletter went from 192 to 400 subscribers in 2018 (a 108% increase). The open rate average is 24.2 %, while the industry average is a 19.4% open rate.

# Litter Prevention

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HUTTO AND STATE OF TEXAS

Litter is the result of too little attention to how waste is handled – the careless and casual handling of waste creates litter. One person, one business, one organization can positively affect the behavior of others in their community. As an affiliate of Keep Texas Beautiful, we are involved in the annual Don't Mess With Texas Trash Off and Great American Cleanup. Keeping our parks and neighborhoods free of litter, as well as providing opportunities for hazardous items to be collected, are just some of the ways we strive to Keep Hutto Beautiful.

## 2018 LITTER SURVEY

Residents and those that work in Hutto were asked to participate in an anonymous survey to help Keep Hutto Beautiful create a benchmark concerning attitudes surrounding litter within the Hutto Community. The survey included questions about the individual's personal feelings concerning litter in Hutto and whether or not they themselves littered. It also asked questions about specific areas within Hutto and whether there were litter issues in those spots - as well as providing an opportunity for respondents to offer additional feedback. Respondents were requested to be individuals that live within the Hutto ISD boundary and/or work in Hutto. The survey was available online from January 20, 2018 to February 20, 2018. Paper surveys were also made available through community outreach. A total of 89 responses were received - 84 online and 5 paper copies. Full report of survey results is available upon request.

### Survey Highlights

- 94.4% answered no when asked "In the past month, do you recall dropping a paper wrapper, cigarette butt, or similar small litter item on a street, sidewalk, or parking lot?"
- 92.1% answered yes when asked "Do you feel that you are helping to reduce litter in the Hutto Community?"
- 61.8% answered yes when asked "Do you feel that you help influence others in reducing litter in the community?"
- 74.2% answered yes when asked "Have you ever heard of Keep Hutto Beautiful?"
- 82% answered yes when asked "Have you ever heard of Keep Texas Beautiful and/or Keep America Beautiful?"

## HUTTO ADOPT-A-SPOT

The Hutto Adopt-A-Spot program was relaunched March 2018 in partnership between Keep Hutto Beautiful and the City of Hutto. The program had previously been launched as a City of Hutto program from 2015 - 2017. During that time, there were two groups that participated by adopting spots. The City of Hutto approached Keep Hutto Beautiful to partner in a relaunch of the program for the spring of 2018.

Hutto Adopt-A-Spot provides organizations and citizens with a means to help keep the Hutto Community a clean and beautiful place to live, work, and play. This program encourages citizen participation in beautification projects and litter clean-ups of designated public areas at regular intervals.

In 2018, 15 groups adopted spots as part of the Hutto Adopt-A-Spot program. 19 cleanup events were held which resulted in 820 pounds of litter being collected. KHB applied for (and received) Outside Agency Funds from the City of Hutto to purchase an enclosed cargo trailer in FY19 so that the program can be expanded and better serve the community.

## GREAT HUTTO CLEANUP

The largest one-day, community volunteer event in the city, Great Hutto Cleanup offers a free Junk Round Up for all citizens within the Hutto ISD boundary. Items accepted include electronics, metal, brush, furniture, tires, batteries, oil, paint, and antifreeze. The Junk Round Up also offers free, secure document shredding onsite. The event also features a litter cleanup through Hutto's public areas and holds the Golden Hippo Traveling Trophy contest between the neighborhoods.

In 2018, Great Hutto Cleanup saw an 88% increase in volunteers, plus a 4% increase in community members dropping off items during the Junk Round Up. There were also 4 new neighborhoods that participated in the Golden Hippo Traveling Trophy competition. Collection highlights for this year's event include:

- 1,400 pounds of documents were shredded onsite by Balcones Shred.
- 1,398 pounds of electronics collected and recycled by Goodwill Central Texas.
- 1,520 pounds of brush collected and mulched by Waste Management.
- 16 ft truck of donations collected for the Habitat For Humanity Restore.
- 216 books collected and recycled by The Wandering Stories Book Trailer.
- 9 barrels of BOPA (Battery, Oil, Paint, Anti-freeze) materials collected and properly disposed of.
- 23 truck tires and 94 car tires collected for safe disposal by Al Clawson Disposal Inc.
- 1,660 pounds of trash picked up from Hutto neighborhoods, parks, and roadways.
- 6.92 tons of solid waste collected.

The Great Hutto Cleanup could not be possible without the generous support of the event sponsors and raffle donors. Special thanks to Hutto ISD, Al Clawson Disposal Inc., City of Hutto, Waste Management, Hutto Lions Club, La Copa Ventures, Tex-Mix Concrete, TSTC, Hutto Rotary Club, Hutto Feed & Landscape, Hutto YMCA, SaberWing Imaging, Fingerprint Ideas, Lowes, Camp Bow Wow, Hippo Realty, Kanga Roof, Advanced Dental of Hutto, Baylor Scott and White, Line X of Round Rock, Gardner Chiropractic Family & Wellness Center, The Wandering Stories, Hutto Area Chamber of Commerce, Baked N Sconed, Keep Texas Beautiful, Insperity, One Eleven East, Ted Heaton State Farm, Camp Gladiator, Typhoon Texas, Spare Time Texas, Home Depot, Focus Vision & Eye Care, Papa John's, The Bar Bodywork, Cost Cutters, Natural Pawz, Hutto Cleaning Ladies, Creative Touch, Little Caesars, Fantastic Sam's Hutto, and Pizza Hut.

# Beautification

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HUTTO AND STATE OF TEXAS

The renovation of the Peterson Community Garden will allow us to turn a historically significant space in the Downtown Hutto area into an area that honors the agricultural history of Hutto. We will do this through demonstration areas focused on Texas Native Plants and Wildlife Habitats, as well as green initiatives education areas. As an affiliate of Keep Texas Beautiful, we hold an annual Fall Garden Fest in honor of National Planting Day. Keeping our community beautiful through ongoing gardening projects, as well as providing opportunities for education at the Peterson Community Garden, are just some of the ways we strive to Keep Hutto Beautiful.

## PETERSON COMMUNITY GARDEN

The historic Peterson Community Garden in the Old Town neighborhood is an authentic, living piece of the city's agricultural history. The property is just shy of an acre and was farmed by longtime Hutto resident, Curtis Peterson, until his death in 2010 at the age of 85. In 2011, Curtis Peterson's remaining land, entrusted to his heirs, was leased to Keep Hutto Beautiful to be used as community garden. From 2011 to 2014, the land was used for gardening plots that individuals could lease.

Through discussion and community feedback, the function of the Peterson Community Garden is changing in order to encompass a larger educational need for Hutto. The Keep Hutto Beautiful Foundation's vision for the space is to transform it into a series of demonstration gardens and teaching areas, while paying homage to the garden's namesake, Curtis Peterson. The Monarch Waystation was the first of the demonstration gardens to be created at this location. In addition to garden demonstration areas being worked on, educational sections are also being created that show the history of Swedish farming with the use of Curtis Peterson's original farm implements.

In 2018, 307.75 volunteer hours were worked at the PCG and 6 community work day events were hosted. In addition to the community work day events, the Lowe's Heroes program assisted in a special work day and the Williamson County Master Gardeners had several planned work days.

The Master Gardeners division of Williamson County have designated the Peterson Community Garden as one of their approved locations for getting service hours in (which are needed to become a Master Gardener). They have a standing work day each month. The Texas Master Gardener program is an educational volunteer program conducted by the Texas AgriLife Extension Service of the Texas A&M University System.

Local groups, Daisy Troop 45111 and H.I.P.P.O.S. Connect were granted the ability to do special projects at the garden that enhance the space. In 2018, an Herb Garden was added by the Hutto ISD special needs program (H.I.P.P.O.S. Connect) and a Fairy Garden was created by the Hutto Daisy Troop.

KHB was awarded the Garden-Ville Materials Grant by KTB in 2018 and which will be used to create gardens surrounding the speaker series area. This area will be complete in 2019. The Garden Committee also began working with an Eagle Scout applicant for a project to be completed in 2019. This project will include extending the Monarch Waystation Demonstration Area, as well as creating a Native Lawn Grasses Demonstration Area and a Vegetable Garden Demonstration Area.

## FALL GARDEN FEST

Keep Hutto Beautiful held its second annual National Planting Day event, our 2018 Fall Garden Fest. The event saw a 30% increase in attendance from 2017. Keep America Beautiful's National Planting Day, a fall initiative of the Great American Cleanup, is a national call to action designed to mobilize Americans to support local ecosystems by planting native species. Green spaces restore our communities, helping to make them more environmentally healthy, socially connected, and economically sound.

Held at the Peterson Community Garden, the event was an opportunity for the community to learn from knowledgeable experts about topics such as tree care, fall vegetable planting, composting, and creating pollinator-friendly landscapes in their own yards. The Hutto Area Chamber of Commerce performed a ribbon cutting ceremony to commemorate engraved bricks purchased by community members. The bricks are being placed at a butterfly bench seating area connected to the garden's Certified Monarch Waystation.

Speakers included Sue Wiseman and Gary Bowers from the Native Plant Society of Texas, Rob Grotty with the City of Hutto, Lance Romigh with Keep Hutto Beautiful Foundation, and Jane Bowman from the Williamson County Master Gardeners. Patsy Bredahl and the Junior Master Gardeners hosted a youth area for making paper pots and other kid-friendly activities. Daisy Troop 45111 completed their Fairy Garden Installation to be on display at the Peterson Community Garden, allowing troop members to earn patches for their hard work. The event also had Wright's Nursery was onsite selling Native Texas plants throughout the entire event.

# Green Initiatives

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HUTTO AND STATE OF TEXAS

We feel that understanding green initiatives such as recycling, rain water collection, and composting begins with education. Teaching both children and adults about the importance of diverting landfill waste through practicing the 3R's (Reduce, Reuse, Recycle) allows for a better understanding of not just the 'what' but the 'why' as well. As an affiliate of Keep Texas Beautiful, we are involved in America Recycles Day, Waste In Place Training, and hold an annual Junk Round Up as part of our Great Hutto Cleanup. Providing opportunities for safe disposal of undesirable items and encouraging friendly recycling competitions, are just some of the ways we strive to Keep Hutto Beautiful.

## AMERICA RECYCLES DAY

America Recycles Day, a Keep America Beautiful initiative, is the only nationally recognized day and coast-to-coast community-driven awareness campaign dedicated to promoting and celebrating recycling in the United States. It has been held on - and in the weeks leading into - Nov. 15 since 1997.

Keep Hutto Beautiful hosted its second annual 'security-themed' America Recycles Day event at the Peterson Community Garden. During the event, those that live in the Hutto ISD school district boundary were able to take advantage of free, onsite document shredding and electronics recycling.

Between 2018 collections during the Great Hutto Cleanup and the KHB America Recycles Day event, 3,215 pounds of electronics were recycled and 3,020 pounds of documents were shredded.

The Hutto Lions Club collected 16 eyeglasses to be recycled, as well as sponsoring the event and providing volunteer services. Throughout the year, Lions collect used eyeglasses and deliver them to regional Lions Eyeglass Recycling Centers (LERCs). LERC volunteers clean, sort by prescription strength, and package the glasses. Recycled glasses are distributed to people in need in low- and middle-income communities where they will have the greatest impact.

## RECYCLE-BOWL

Recycle-Bowl is a free competition (through Keep America Beautiful) for K-12 school recycling programs to promote waste reduction activities. School recycling programs across the nation compete in a race to collect the most recyclables. Recycle-Bowl is an excellent way for teachers, student green teams and facility managers to engage their school community in a fun and friendly way.

Veterans Hill Elementary School was honored by Keep Hutto Beautiful during a school assembly for their participation in the Nationwide Recycling Competition 'Recycle-Bowl'. The school was able to collect 20,739.06 pounds of recycling material in one month, saving 34.22 cubic yards of landfill space. Students, staff and administrators tracked and reported how much recycled material was collected within the school during the competition. Al Clawson Disposal Inc assisted them by providing extra recycling containers and helping to weigh the materials at the end.

## WASTE IN PLACE

Waste In Place teaches our future leaders the importance of litter prevention, natural resources, and solid waste management. The classroom activity guide supplement, for grades Pre-K to 6th, builds critical thinking, processing, and problem-solving skills through imaginative, hands-on lessons, and contains 42 lesson plans on diverse subjects, including litter prevention, waste reduction, recycling, landfills, watershed protection, natural resources, and more.

In 2018 Keep Hutto Beautiful hosted its first Waste In Place Training with a pilot launch. 7 individuals, a mix of formal and non-formal educators, participated in a day of training by WIP trainer, Annie Zehr of Keep Copperas Cove Beautiful. Several of the individuals trained will be assisting with 2019 educational outreach, including an elementary school STEAM day. The Hutto ISD is also working to offer WIP training within their district based on the 2018 pilot launch.

