

# Keep Blackstone Valley Beautiful

*A Keep America Beautiful Affiliate*



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[www.keepblackstonevalleybeautiful.com](http://www.keepblackstonevalleybeautiful.com)



# AmeriCorps\*VISTA

- The national service program designed specifically to fight poverty
- Founded in 1965 as VISTA
- Incorporated into AmeriCorps in 1993



# Keep America Beautiful

- Founded in 1953
- Engaging individuals to take greater responsibility for improving their community environments
- Litter prevention, waste reduction and recycling, and beautification
- 565 KAB Affiliates nationally and internationally
  - 3 in Massachusetts (Lowell, Springfield & Chelsea)

# Blackstone Valley Tourism Council



- Philosophy: Sustained economic development must rely on sustained historical preservation and environmental protection
- Project ZAP: 1972
- BVTC founded 1985
- GAC: 2003
- KBVB: 2006



# Keep Blackstone Valley Beautiful

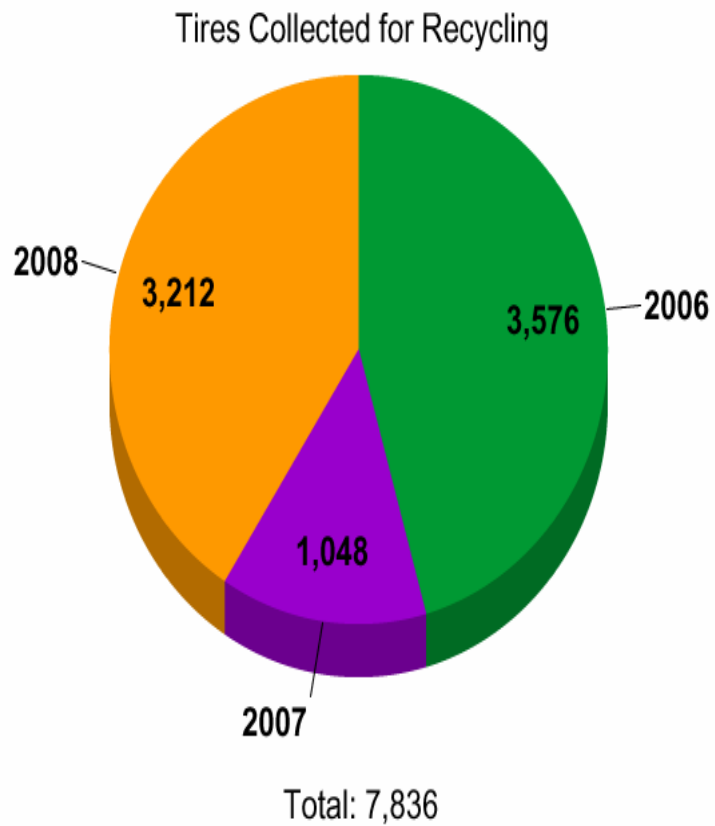
- To engage residents, businesses and visitors to take responsibility for improving the Blackstone Valley's environment.
- Environmental education arm of the Blackstone Valley Tourism Council



# KBVB in Action

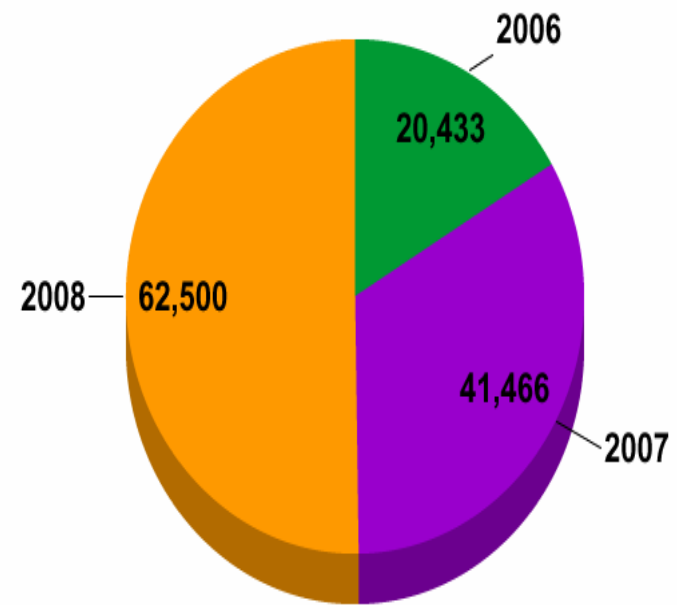
- 9 municipalities in RI's Blackstone Valley
- Public, private & non-profit partnerships
- Tire Round-Up and Electronics Recycling
- Initiate KAB programs
  - Great American Cleanup
  - Return the Warmth
  - Cigarette Litter Prevention Program

# Tire Round-Up



# Electronics Recycling Drives

Pounds of Electronics Collected  
for Recycling



Total: 124,399 lbs



# Great American Cleanup

- Annually, March 1 – May 31
- National sponsors
- Volunteer recruitment
- Awards, prizes, media coverage

# GAC Results: 2006 – 2008

- 3,155 volunteers put in 9,872 hours
- 176,558 lbs (88 tons) of trash collected
- 181 miles of road cleaned
- 465 acres of public land cleaned
- 150 acres of wetlands cleaned & restored
- 10 playgrounds built or restored
- 16 greenspaces created
- 1,097 flowers and 709 trees planted

# Return the Warmth

- PET recycling in schools
- Sponsored by Sam's Club and Aquafina
- Close the loop

# Cigarette Litter Prevention

- Most littered item in America
- Negatively affects tourism
  - Creates blight
  - Harmful to waterways
  - Costly to cleanup
- Successfully implemented in Burrillville, RI

# Why is this important for Tourism?

Aesthetics

Local pride creates a  
sense of ownership

# Beautification & Crime Reduction

- Vandalism and graffiti
  - 90% vs. 10%
  - Stamen (1993) *Graffiti deterrent proposed by horticulturalist*
- Property crime
  - 48% fewer
  - Kuo, Sullivan (2001) *Environment & Crime in the Inner City*
- Violent crimes
  - 56% fewer
  - Kuo, Sullivan (2001) *Environment & Crime in the Inner City*

# Tourism Security

## *Protecting...*

- The visitor from locals & from other visitors
- The local population
- Tourism reputation
- The site
- The area's environment
- The area's economy

Source: Dr. Peter Tarlow, President, Tourism & More

# Applying Beautification to Tourism

- Beautification as part of economic development
  - Quality of life
- Entrances and exits
- Fit your climate and terrain
- Involve the whole community
  - Great American Cleanup
  - Inner-city competitions
  - Adopt-a-highway/spot/sidewalk/planter
- Litter scan
- Ordinances and enforcement

# Crime Prevention Through Environmental Design !!

- CPTED
  - Consult local law enforcement and security professionals
  - Dense vegetation vs. widely-spaced, high canopy trees

# Benefits of KAB Affiliation

- **Graffiti Hurts**
  - [www.graffitihurts.org](http://www.graffitihurts.org)
- **Waste in Place**
  - Business guide
- **Clean Sweep USA**
  - [www.cleansweepusa.org](http://www.cleansweepusa.org)
- **Great American Cleanup**
  - [www.kab.org/gackit](http://www.kab.org/gackit)
- **Cigarette Litter Prevention Program**
  - <http://preventcigarettelitter.org>





# Financial Investment



- KAB Affiliation
  - One time Affiliate Certification Fee
  - Annual Network Service Fee
- Average Affiliate R.O.I.
  - \$12 in community benefits for every \$1 invested by local government

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“In economically depressed times, beautification is the cheapest way to foster economic development”

- Dr. Peter Tarlow



- Gathering **committed** stakeholders
- Changing attitudes
- Changing behaviors

*Responsible Tourism is Sustainable Tourism*

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