



KEEP NORTH RICHLAND HILLS BEAUTIFUL MEMORANDUM

FROM: The Neighborhood Services Department **DATE:** April 16, 2024
SUBJECT: Discuss the Adopt a Spot Program
PRESENTER: Kristin James, Assistant Director of Neighborhood Services

SUMMARY:

The Adopt A Spot Program was created by Keep NRH Beautiful to keep litter off of NRH roadways. This item allows for discussion of the program's status.

GENERAL DESCRIPTION:

Adopt A Spot, a program of the Keep NRH Beautiful Commission, is a volunteer opportunity that involves the adoption of a specific location within the city limits and minimum of one year commitment and action to keep the location litter free.

Businesses, civic organizations, scout troops, school groups, churches, youth groups, individuals and families are all encouraged to participate in this grassroots effort to ensure a cleaner community.

The goal of the program is to reach a ZERO-TOLERANCE level for litter among all citizens of NRH by making people aware of the following:

- Litter undermines the beauty of NRH.
- Litter costs taxpayers millions of dollars every year.
- Litter is a health and safety hazard.
- Littering is against the law.
- Litter is litter – whether it is a brown bag blowing out of the bed of a pick-up truck, a candy wrapper or cigarette butt.

Volunteers choose their preferred location, usually about 2 miles of roadway and staff puts up a sign designating the spot as adopted. Volunteers are provided with trash grabbers, safety vests, trash bags and other supplies to complete their cleanups. Volunteers are required to clean their spots at least four times a year and send in an activity report after each cleanup.