

2012 Clean Cities Sweep

Part of the Great American Cleanup



Sponsored in part by:



PLANNING KIT

Community Group

Keep North Charleston Beautiful

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www.keepnorthcharlestonbeautiful.org



2012 CLEAN CITIES SWEEP

April 22-29

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The City of North Charleston and Keep North Charleston Beautiful would like to WELCOME you to the Clean Cities Sweep (CCS) Program. You are joining a wonderful group of over 14,000 volunteers who will be volunteering their time and effort to make North Charleston *bloom with beauty!*

Attached is the 2012 CCS planning kit that has information we hope you find useful in planning your CCS event. Please contact our office if you need any assistance or have any questions.

DATES TO REMEMBER:

March 6 – April 17

Pickup Dates for CCS Supplies

All supply pickups are scheduled on Tuesdays between 8am and 4pm from March 6 until April 17. Please contact our office to schedule an appointment to pick up your supplies (*trash bags, gloves, and bottled water while supplies last*).

**March 3
(10am – 12pm)**

Sustainable Planting Workshop

The Lowe's on Northwoods Blvd. will be holding a sustainable planting workshop to help CCS volunteer groups determine the best plants to install during their CCS event. All groups interested must register with our office by **4pm on Wednesday, February 29** in order to attend. Two volunteers from each group may attend. Please plan to bring a photograph of your project site to receive recommendations and advice on the types of plants that will thrive in your planting location.

The Lowe's on Dorchester Road may hold a workshop for those who register after March 3, but this workshop is tentative and may not be held. We would like to extend a special thank-you to Lowe's for their community support!

April 22 – April 29

Clean Cities Sweep

Community group projects may be a one-time event or an ongoing project that is held between April 22 and April 29.

May 8 by 4pm

Post-Event Reports, Photographs, & Receipts Due

Post-event reports, "before" & "after" photographs, and receipts must be received by May 8 at 4pm. **Each community group must submit all of these items to be eligible for contest judging, and supplies next year.** More details are available on the checklist provided in this planning kit.

May 14

Award Winners Notified

All contest winners will be notified on or before May 14, 2012.

***May 24**

Awards Presented at North Charleston City Council Meeting

Please note that this date is tentative and subject to change. Contest winners will be notified with specific details when they receive their award notification.

May 31

Prize Pickup Deadline

All contest winners must pick up their prize NO LATER than 4pm on May 31 or their prize will be forfeited.

*** Please note that this date is tentative and subject to change.**



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Pre-Event Planning Tips

- Visit our website at www.keepnorthcharlestonbeautiful.org to find tips, photographs, and descriptions of past CCS projects. Many groups find it useful to review past projects before planning their current project. Additionally, there is a safety sheet available to download on the KNCB webpage and review with your volunteers prior to your project.
- Decide on the type of project, the dates, and the location of your CCS project. Visit the project location to get an idea of the time necessary to complete all tasks. Get permission to complete the project from all appropriate parties. If you need assistance in choosing a location or planning your project, call 745-1073.
- Plan for sustainability! Determine who will maintain the project throughout the year, especially in the hot summer months. Consider installing low-maintenance, drought-tolerant plants; and allocate the funding necessary to keep the project looking good year-round.
- If planting is part of your project, contact No Cuts (PUPS) at 1-888-721-7877 so the utility lines will be marked before you plant.
- Take “before” photographs prior to your event to submit with your post-event report. Remember to take both your “before” and “after” photographs from the same spot and angle. Examples of “before” and “after” photographs are included in this kit and on our website.
- Tell everyone about your project and create a partnership with everyone who is interested. This is a great opportunity to recruit both sponsors and volunteers. Engage the help of neighbors, local businesses, and other community members.
- Make sure you have all the equipment you need such as: brooms, shovels, rakes, edgers, safety vests for volunteers working on roadsides, and water. Make sure there are restroom facilities available at or near your worksite.
- If you are asking for donations from area businesses (i.e.; equipment rental, plants, refreshments), send a letter in advance, addressed to the business manager, stating your specific request, and then follow up with a visit or call. When you purchase plants, ask for a discount or a donation of plants. If a business does not have the plants you want to purchase, ask if they can order them for you.
- Talk with local landscape companies to see if they would be willing to partner with you on your project. They may help you with future maintenance and offer “free” landscape design advice.
- Remember to take your post-event forms to your project to ensure that your reporting is accurate. Make extra copies of the post-event form if needed.
- Lastly, have a fun, safe, and rewarding CCS project. Remember to thank your sponsors and volunteers for their support and hard work. Thank you for helping us make North Charleston *bloom with beauty!*



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Your post-event report is due by **4pm on May 8, 2012**. The submission of this report is crucial in determining the impact of your efforts on both a local and national level. These reports help Keep American Beautiful and our office secure the sponsors needed to provide CCS volunteer groups with free supplies.

The following items are required as part of the post-event report and must be returned to the KNCB office for your community group to be eligible for contest judging this year and supplies next year. Please make every effort to provide us with this information as we work together to make North Charleston *bloom with beauty!*

Post-Event Checklist

***All required forms are included in the yellow post-event report folder.**

All forms included in your post-event report folder.

1. Project Summary Form
2. Volunteer Summary Form
3. Special Events Form
4. Event Totals Form

At least **one set of "before" and "after" photographs** of your project. You may submit a maximum of two sets. Please see the guidelines included in this kit for examples of excellent "before" and "after" photographs.

You may decide to participate in the **optional** "Sweep Shots" Photograph Contest. Please see the guidelines and contest description included in this kit.

A **completed liability form** signed by any individuals pictured in the photographs submitted to us. Please **do not** submit photographs of people that have not completed a liability release. We must have these forms on file to publish these photographs.

Any **additional event photographs** that you have taken. Please try to include photographs of volunteers standing in front of the event banner and using the provided supplies, especially GLAD Bags and Nestle Water.

These items may be returned by mail or email, or you may drop them by our office. If you drop them by the office, please remember to call or email first so we can ensure someone is in the office to receive your reports. If you come by and no one is in the office, you may leave your reports next door at the Public Works office (1021 Aragon Street).



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GREAT AMERICAN CLEANUP

"Before" & "After" Photograph Guidelines

**If you do not have access to a camera, please contact our office before you start working on your project so we may help you make arrangements to have photographs taken of your project.*

- All groups are required to submit at least one set of "before" and "after" photographs of their projects. You may submit a maximum of two sets of photographs. Groups often elect to submit one set of photographs of a planting project and one set of photographs of a litter pickup project.
- "Before" and "after" photographs should be taken of the same project from the same angle and distance (please see examples below).
- Do not include individuals in your "before" and "after" photographs.
- Photographs may be submitted as a hard copy or in digital format. Printed photographs can be either mailed or dropped off at our office. Digital photographs may be emailed (in .jpg format) to beautification@northcharleston.org. You may include multiple photographs in one email as long as they are clearly labeled. If submitting hard copies, be sure to clearly label the back of each photograph with your group name and whether the photograph is the "before" or the "after".

Examples of "Before" & "After" Photographs



Before



After

Pepperhill Civic Club



Before



After

Daisy Girl Scout Troop 238



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Photograph Contests

There are two different photograph contests during this year's Clean Cities Sweep. The Clean Cities Sweep "Before" & "After" Photograph Contest and the "Sweep Shots" Photograph Contest. Below please find a description of each contest. Please follow the photograph submission guidelines included on the previous page of this kit.

CCS "BEFORE" & "AFTER" PHOTOGRAPH CONTEST - *Mandatory*

Photographs for this contest are **mandatory**. All groups are required to submit at least one set of "before" and "after" photographs of their projects. You may submit a maximum of two sets of photographs. Some groups choose to submit one set of photographs of a planting project and one set of photographs of a litter pickup project.

The winner of this contest will receive a **\$100 sustainability check** to be used to maintain the appearance of your project during the year. The winning photograph will be featured on next year's Clean Cities Sweep registration brochure.

"SWEEP SHOTS" PHOTOGRAPH CONTEST - *Optional*

This contest is **optional**, but we encourage groups to submit photographs. The photographs we receive are sent to Keep America Beautiful (KAB) and help KAB secure program sponsors who support the Great American Cleanup. This sponsorship results in local groups receiving supplies such as trash bags, water, and banners.

There are two categories in this contest. They are the "**Group Photograph**" Contest and the "**Volunteers at Work**" Contest. A description of each will follow. Groups may submit up to five photographs for each category. The winners for each category will be determined by a random drawing. Though we encourage up to five photographs for each category, the group submitting the photographs will only have their name placed in the drawing one time per category.

The winner of each category will receive a **\$50 sustainability check** to be used to maintain the appearance of the group's project throughout the year.

* The winners of the Clean Cities Sweep "Before" & "After" Contest or the Georgia Smith Neighborhood Award are not eligible for the "Sweep Shots" drawing.

The two categories are as follows:

1. "**Group Photograph**" – Please submit photographs which will highlight your group with the Great American Cleanup banner. You may submit a maximum of five photographs.
2. "**Group at Work**" – Please submit photographs of your volunteers working while using donated supplies, especially GLAD Trash Bags and Nestle Water. You may submit a maximum of five photographs.



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Plant Recommendations

The following is a short list of perennial plants that thrive in the North Charleston area and are frequently available at local home improvement stores and nurseries.

FLOWERS:

Agapanthus (many varieties)
Black-Eyed Susan (*Rudbeckia fulgida*)
Blue Flag Iris (*Iris versicolor*)
Blue Phlox (*Phlox divaricata*)
Cardinal Flower (*Lobelia cardinalis*)
Dune Sunflower (*Helianthus debilis*)
Echinacea (many varieties)
Evening Primrose (*Oenothera*)
Evergreen Giant Liriope (*Liriope muscari*)
Heuchera (many varieties)
Homestead Verbena (*Verbena canadensis*)
Indian Blanket Flower (*Gaillardia pulchella*)
Mexican Petunia (*Ruellia brittoniana*)
Mexican Sage (*Salvia leucantha*)
Russian Sage (*Perovskia atriplicifolia*)
Salvia (*Salvia nemerosa*)
Sedum (many varieties)
Shasta Daisy (*Leucanthemum superbum* 'Becky')
Silver Swan Spurge (*Euphorbia characias*)
Soft Rush (*Juncus effusus*)
Sweet Grass (*Muhlenburgia capillaries*)
Texas Star Hibiscus (*Hibiscus coccineus*)
Whirling Butterflies (*Gaura lindheimeri*)
Yarrow (many varieties)

SHRUBS:

Beautyberry (*Callicarpa americana*)
Butterfly Bush (*Buddleia*)
Double Knock Out Rose (*Rosa* 'Radtko')

TREES:

Bald Cypress (*Taxodium distichum*)
Chaste Tree (*Vitex agnus-castus*)
Cherry Laurel (*Prunus caroliniana*)
Dogwood (*Cornus florida*)
Fringe Tree (*Chionanthus virginicus*)
Live Oak (*Quercus virginiana*)
Magnolia (*Magnolia grandiflora*)
Red Cedar (*Juniperus Virginia*)
Red Maple (*Acer rubrum*)
Redbud (*Cwercis Canadensis*)
River Birch (*Betula nigra*)
Willow Oak (*Quercus phellos*)

VINES:

Confederate Jasmine (*Trachelospermum jasminoides*)
Honeysuckle (*Lonicera*)
Yellow Jasmine (*Gelsemium sempervirens*)

If you are having difficulty locating any of these plants, please contact a nursery specialist at your garden center. They may be able to order the plants for you, but it will take a week or two to get them.



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We would like to thank the following groups for their support of Keep North Charleston Beautiful, the Clean Cities Sweep, and the Great American Cleanup.

KNCB Partners:



National Sponsors of the Great American Cleanup:

