



Keep Carter County Beautiful

Making Carter County a beautiful place to live and work

What is Keep Carter County Beautiful?



- We are an all-volunteer grass roots organization with the objective of making Carter County a more beautiful place to live and work.
- In 2014 Ed Jordan started a grass roots organization called Carter County Proud
- In 2018 we became an affiliate of Keep America Beautiful and Keep Tennessee Beautiful. We became Keep Carter County Beautiful.
- In 2022 Ed Jordan stepped down as Chairman and Don Hlavaty was elected the new Chairman
- We currently operate with nine Board Members
- In 2022 we became a Tennessee Non-Profit Corporation and a 501c3 Public Charity



Founding Directors

Why are we doing this?

- *To improve the beauty of our community and the quality of our lives*
 - *Carter County Tennessee has “what money can’t buy” – natural beauty. We owe it to ourselves and future generations to take care of it!*
- *To bring awareness to the problem and show how actions of a few can adversely affect everyone*
- *To make Carter County more inviting to tourists and new businesses*
- *To encourage reuse, recycling, and composting which reduces the burden on our landfill*



Our mission is not to just pick up litter!

Objective:

Make Carter County a beautiful place to live and work

Strategies:

1. Reduce litter and dumping
2. Encourage beautification by planting trees and flowers in public spaces
3. Promote recycling, reuse and composting
4. Increase public awareness through education
5. Recognize our community leaders
6. Establish a group of concerned citizens that will assist in achieving our objectives



What is litter?

lit·ter (noun): waste products that are disposed of incorrectly, either deliberately or negligently. It's not just trash, but also tobacco products, toxic substances (oil, chemicals), chemical runoff and illegal dumping

Examples of Carter County Litter



Cigarette Butts Picked up from
Downtown Elizabethton



Unknown solvent at illegal dump site
off Teaberry Road



Illegal dump site off Poga Road



Illegal dump site near Blue Hole
Waterfalls



Why is litter such a big deal?

Most obvious – It looks bad, and it is bad for the environment.



Less obvious – It contaminates the ground and water which can kill plants, animals and even humans.

- It negatively impacts Tennessee's economy, tourism and agriculture (Sales tax revenues which fund our county services are reduced).
- It takes a lot of time and money to clean up.
- It doesn't go away on its own. Some trash can take decades or even centuries to decompose.



Material decomposition rates in a landfill

Item	Time	Item	Time
Paper Towels	2-4 Weeks	Leather	50 Years
Orange/Banana Peel	2-5 Weeks	Plastic Foam	50 Years
Apple Core	2 Months	Rubber Shoe Sole	50-80 Years
Cotton Shirt	2-5 Months	Aluminum Can	80-200 Years
Plywood	1-3 Years	Disposable Diapers	450 Years
Cigarette Filter	1-10 Years	Plastic Bottle	450 - 1000 Years
Plastic Bag	10-20 Years	Glass Bottle	>1 Million Years
Nylon	30-40 Years		

* Red Items are the most common litter



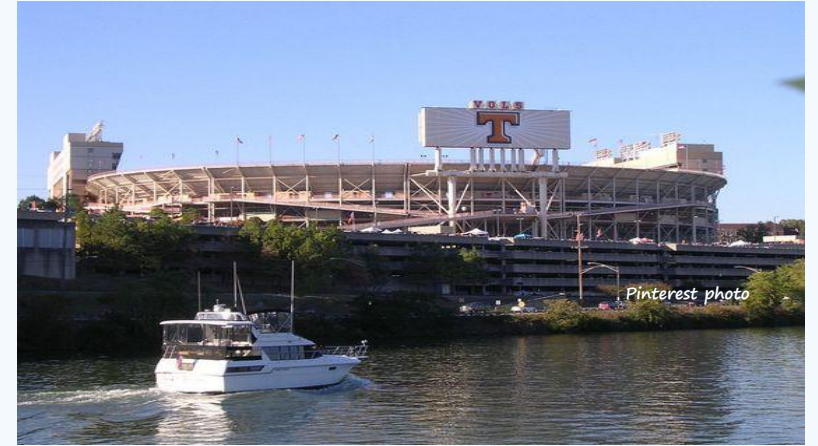
Litter isn't too bad in Tennessee, is it?

Yes it is!

knox news.

Microplastics hit home: Tennessee River among the most plastic polluted in the world

Andrew Capps, Knoxville News Sentinel Published 7:00 a.m. ET Feb. 8, 2019



- There are over 100 million pieces of litter on TDOT rights-of-way at any given time
- From the Great Smoky Mountains to the Mississippi River, and every stretch of roadway in between, litter on Tennessee's 96,167 miles of public roads (4,022 of which are classified as scenic) is more than an eyesore. It's an enormous burden to the state with impacts on public health and safety, the environment, and the economy.
- In addition to being an eyesore, litter on Tennessee's roadways impacts public safety, the economy and the environment, and costs the state more than \$19 Million a year on pickup and prevention.



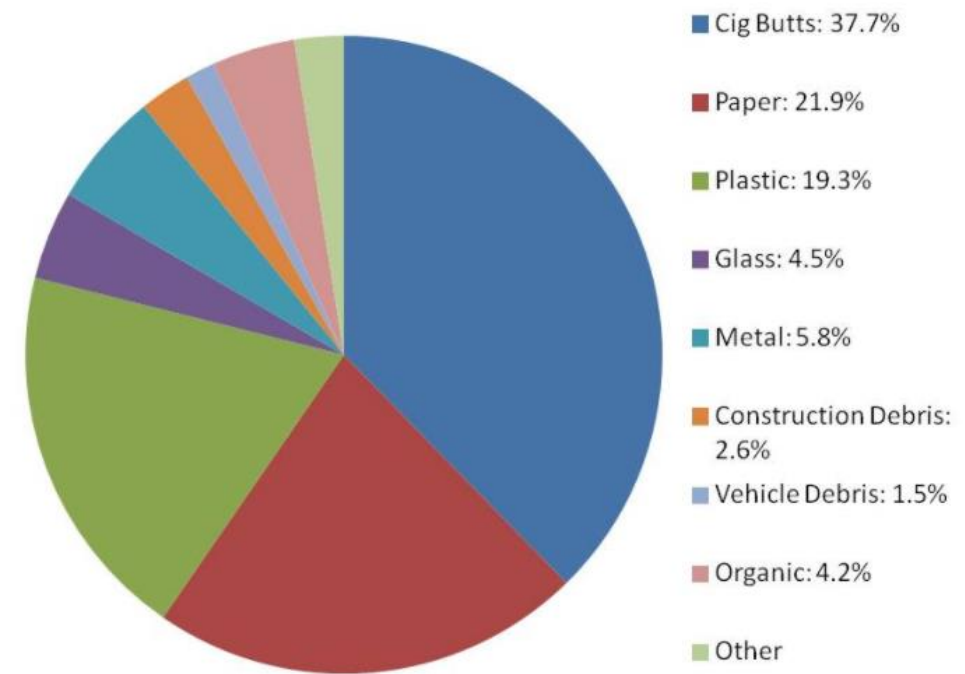
What's the most common litter item?

- Cigarette butts are the most littered item on earth!
- 4.5 Trillion are littered **each year**, enough to circle the earth over 2,800 times when placed end-to-end
- Cities spend between \$3-18M annually on cigarette clean-up
- Filters are made of plastic and can take 1-10 yrs. to decompose while leaching toxic elements in the soil and waterways



2,800 Times!!

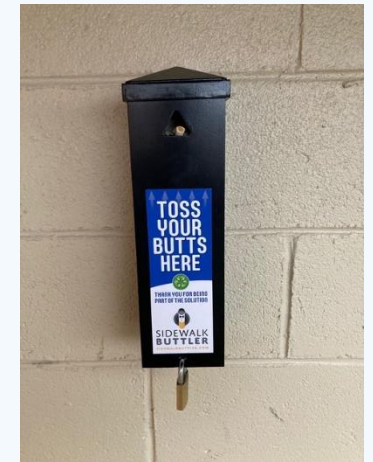
Most littered things in the world



Make America Green Again Data

Carter County Drug Prevention Youths are making a difference in reducing cigarette litter

- Have partnered with Main Street and Keep Carter County Beautiful to rid Downtown and city parks of cigarette butts and more importantly, to encourage businesses to become nicotine-free establishments
- 24 Carter County businesses are currently participating in the program
- Received a grant from Truth Initiative to become trained to provide technical assistance to owners wishing to decrease the use of nicotine around their businesses
- Two “Sidewalk Butt Cans” have been installed beside of businesses in downtown Elizabethton to reduce cigarette litter on the streets.



Here's how bad it can get!



Blevins Rd
15 large bags of trash
removed several times
every year

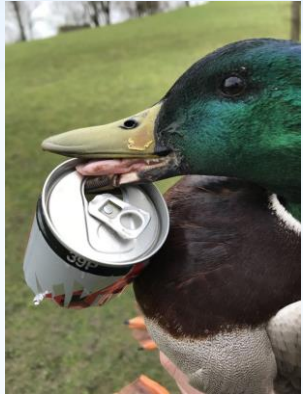


Watauga Lake
Between 5000 and 7000 Lbs. of
trash removed annually



Buffalo Mountain
Over one thousand tires
removed from parkland

Litter and trash are destroying our wildlife



Ducks that probably would have died without intervention



Bears become accustomed to garbage and must be euthanized



Deers starve because they cannot eat or drink



All wildlife struggle with human trash



There is hope!

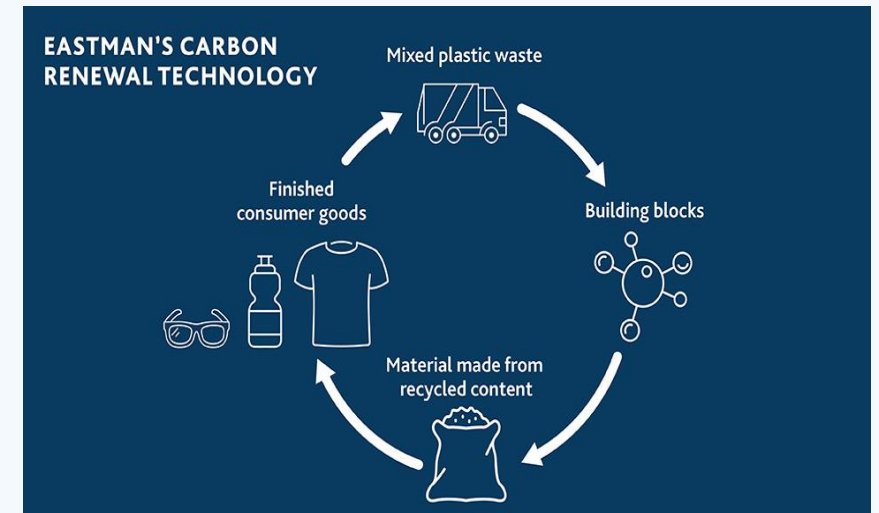
In 2020 Eastman took a significant step forward in accelerating the circular economy by starting a chemical recycling technology that will help solve one of the world's most pressing problems – waste plastic.

Eastman's **carbon renewal technology** breaks down waste plastics into molecular building blocks like carbon, oxygen and hydrogen. Carbon renewal technology is a game-changer for recycling because it provides an end-of-life solution for many plastics from a variety of sources, such as single-use plastics, textiles, and carpet, that traditional mechanical recycling methods cannot process. As a result, many of these plastics are landfilled or incinerated. Eastman expects to use up **to 50 million pounds of waste plastic in carbon renewal technology operations in 2020**, and projects are currently underway to significantly expand that amount.

Mechanical recycling is **not enough to solve the plastic waste problem**

PLASTIC TYPE	COMMON USES	EASTMAN ADVANCED CIRCULAR RECYCLING	
		PRT	CRT
 PETE	BOTTLES	YES	YES
	TEXTILES	YES	YES
	CARPET	YES	YES
	FILMS, FORMS, OTHER	YES	YES
 HDPE		NO	YES
 V		NO	NOT YET (SECOND GENERATION)
 LDPE		NO	YES
 PP		NO	YES
 PS	Eastman Graphic	NO	YES
 OTHER		NO	YES

Eastman Graphic



Eastman Graphic

What's the punishment for littering?

According to Tennessee Code Annotated (39:14:5)

A person commits littering who knowingly places, drops or throws litter on any public or private property without permission and does not immediately remove it

<u>Amount of Litter</u>	<u>Fine</u>	<u>Additional Service Hours</u>
< 5 pounds	\$500.00	Pick up litter for up to 40 hrs and work up to 8 hrs at a recycling center
5 – 10 pounds	\$500.00	Up to 6 months in jail, pick up litter for up to 80 hrs and work up to 8 hrs at a recycling center
> 10 pounds	\$2,500-4,000	Imprisonment as provided by law
Aggravated criminal littering	\$3,000	One to six years in prison



*Some key accomplishments
for
Keep Carter County Beautiful*



Results reported to Keep America Beautiful





July 1, 2018 - June 30, 2022

Year	Number of Events	Total Volunteers	Total Vol Hours	Total Value	Total Pounds	Trees Planted	Shrubs/Flowers/Bulbs Planted
Jul 2018 - Jun 2019	26	405	1,310	\$32,433	21,889	4	10
Jul 2019 - Jun 2020	23	351	876	\$21,779	10,342	15	5
Jul 2020 - Jun 2021	18	239	929	\$23,153	5,713	34	295
Jul 2021 - June 2022	34	201	539	\$13,494	11,954	30	200
Totals	101	1,196	3,654	\$90,859	49,898	83	510



Key 2019 results

Make Carter County a beautiful place to live and work

Reduce Litter	Encourage Beautification	Promote Recycling	Increase Public Awareness through Education	Recognize Excellence
<ul style="list-style-type: none"> Organized Blue Hole cleanup Organized Teaberry Rd cleanup Organized Poga Road cleanup Performed Milligan HWY litter pickup (4X) Worked with Enforcement Officials to address numerous litter problems in Carter County 	<ul style="list-style-type: none"> Organized Tweetsie Trail cleanup day for Earth Day Tweetsie Trail landscaping beautification project 	<ul style="list-style-type: none"> Received grant from Coca Cola for 35 recycling bins and distributed to county organizations Distributed 800 reusable grocery bags  	<p>Information Booth Events</p> <ul style="list-style-type: none"> Meet the Mountains Evenings on Elk (2X) Meet Carter County Trunk with Treats (Unaka High School) <p>Presentations Given</p> <ul style="list-style-type: none"> Carter County Commissioner meeting Elizabethton City Council meeting Harmony FWB Church Happy Valley High School Boone Watershed Partnership Elizabethton Rotary Club  <ul style="list-style-type: none"> Created two KCCB stickers and distributed to local businesses and citizens Received TV and Newspaper Coverage of KCCB events and litter issues in the county 	<ul style="list-style-type: none"> Ed Jordan receives Martin L. Kennedy Award for Outstanding Keep America Beautiful Tennessee Affiliate Coordinator  

Project photos – Blue Hole cleanup

March 16, 2019



We care!



Just some of the trash removed



Tire removal



Project photos – Teaberry Road cleanup

April 27, 2019



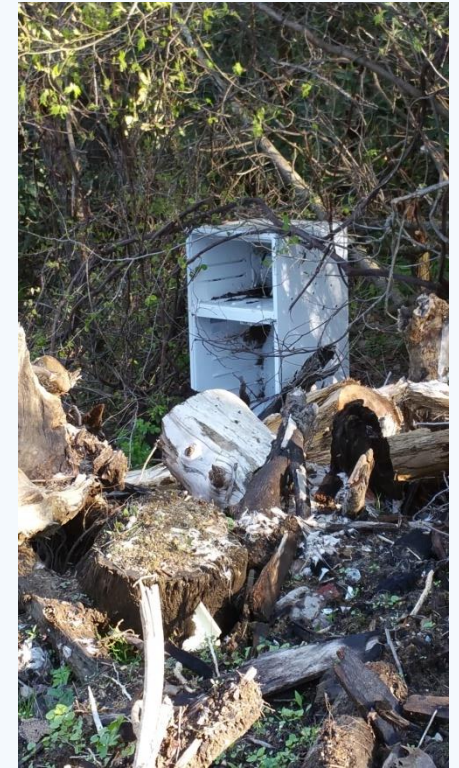
Over 10 containers of unknown solvent removed



Lots of tires



Using a rope to remove a toilet



Refrigerator that was removed



Two TV's in the creek. Both were removed.

Project photos – Poga Road cleanup

November 9, 2019



Items retrieved from valley



Household furniture being removed



We did it!



Using a winch to remove tires

Project photos – Tweetsie Trail cleanup/beautification

April 13 and May 18, 2019

Trail Cleanup






Trail Beautification



Key 2020 results

Make Carter County a Beautiful place to live and work

Reduce Litter	Encourage Beautification	Promote Recycling	Increase Public Awareness through Education	Recognize Excellence
<ul style="list-style-type: none"> Performed Milligan HW litter pickup Assisted with Buffalo Mt. tire removal Worked with Enforcement Officials to address numerous litter problems in the county Assisted Carter County Drug Prevention group in receiving training grant 	<ul style="list-style-type: none"> Celebrated Arbor Day by planting 14 trees and 5 shrubbery bushes along Tweetsie Trail Helped maintain Tweetsie Trail planting plots Assisted with downtown fall bulb planting project 	<p>Fire at recycling center halted recycling for much of 2020. Center was reopened at the end of October</p>	<p>Supported placement of KCCB metal signs along county roads</p>  <ul style="list-style-type: none"> Received TV and Newspaper Coverage of KCCB Events and litter issues in the County 	<ul style="list-style-type: none"> Supported Carter County Drug Prevention group in recognizing businesses for their anti-nicotine efforts with Gold, Silver and Bronze levels

Project photos – Tweetsie Trail tree/shrub planting

March 14, 2020



Project photos – Downtown cleanup/fall bulb planting

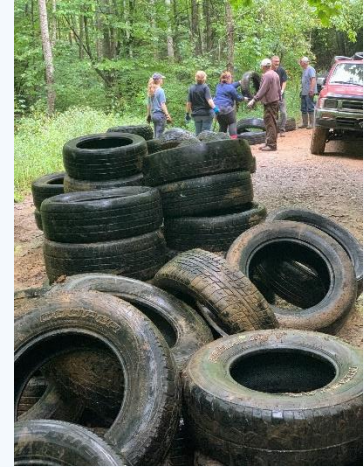
October 3, 2020



Project photos – Buffalo Mountain tire removal






September 26, 2020

1,000 tires were removed!



Key 2021 results

Make Carter County a beautiful place to live and work

Reduce Litter	Encourage Beautification	Promote Recycling	Increase Public Awareness through Education	Recognize Excellence
<ul style="list-style-type: none"> Assisted with Watauga Lake cleanup Performed Milligan HW litter pickup Tweetsie Trail Trashercise cleanup as a 2021 Earth Day project Assisted in giving away free tarps at landfill  <p>Milligan Highway Litter Pickup</p>  <p>Carter County Mayor Patty Woodby at Free Tarp Give-Away</p>	<ul style="list-style-type: none"> Planted 33 trees Tweetsie Trail Helped maintain Tweetsie Trail planting plots Established seven sunflower and wildflower plots along Tweetsie and Linear Trails  	<p>(Fire at recycling center halted recycling for much of 2020 along with Covid Pandemic for 2020-2021) At Present Carter County Recycling should resume full operations mid Summer 2021</p>	<ul style="list-style-type: none"> Created KCCB website with educational content <p>www.kccbtn.org</p>  <ul style="list-style-type: none"> Received TV and Newspaper Coverage of KCCB events and litter issues in the County 	<ul style="list-style-type: none"> Ed Jordan received Tennessee's 2021 "Love Where You Live" Award

Project photos – Watauga Lake cleanup

February 6, 2021



Project Photos – Tree planting along Tweetsie Trail

March 27, 2021

36 Trees were planted!



Project photos – Earth Day Tweetsie Trail Trashercise

April 17, 2021



Project photos – Free tarp give-away at landfill

May 7, 2021

- It is estimated that 70% of highway litter is due to uncovered loads.
- Tennessee State Law requires: “Any motor vehicle that transports litter or any material likely to fall or be blown off onto the highways, shall be required to have such material either in an enclosed space or fully covered by a tarpaulin.”
- On May 7, 2021, community leaders came together at the Carter County Landfill to give away free tarps to help citizens obey this law.










(Left to Right) Carter County Mayor Patty Woodby, Carter County Sheriff Dexter Lunceford, State Trooper Rick Garrison, City of Elizabethton Chief of Police Jason Shaw, Keep Carter County Beautiful President Ed Jordan, Carter County Solid Waste Director Benny Lyons, Carter County Commissioner Ross Garland



Key 2022 results to date

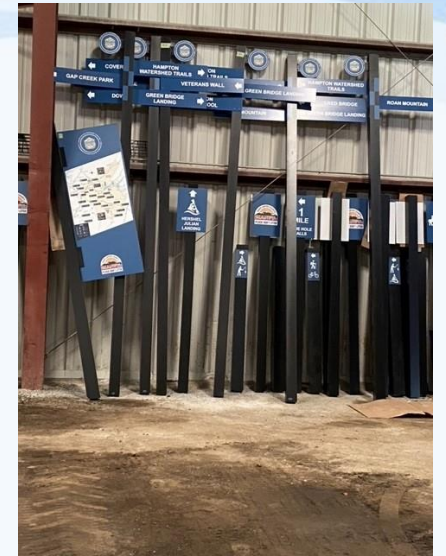
Make Carter County a beautiful place to live and work

Reduce Litter	Encourage Beautification	Promote Recycling	Increase Public Awareness through Education	Recognize Excellence
<ul style="list-style-type: none"> Performed four Milligan HWY litter cleanups Assisted KTnRiver Beautiful in Watauga Lake cleanup Tweetsie Trail Trashercise cleanup, 2022 Earth Day Project Two Highway 321 Cleanups Blevins Road and Watauga river cleanup 	<ul style="list-style-type: none"> Planted 30 trees Tweetsie Trail Planted flowers in Tweetsie Trail and Linear Trail plots Maintained Mary Patton and Sycamore shoals landscaping plots on Tweetsie Trail  	<ul style="list-style-type: none"> Working with Carter County and Elizabethton to resolve issues with Recycling Centers and getting them reopened Cleaned up Lions Field Recycle Center Provided recycle bins for several Parks and recreation events Provide recycle bins for Yoga Farm and Bonnie Kate 	<ul style="list-style-type: none"> Updating KCCB website with educational content and Tennessee Law changes  <ul style="list-style-type: none"> Received TV and Newspaper Coverage of KCCB events and litter issues in the County Delivered Wayfinding signs to county to promote tourism and provide information about the county Installed Wayfinding signs at Erik Anderson Park, Happy Trails Park and Hershel Julian Landing 	<ul style="list-style-type: none"> Recognizing Community Leaders that participate at our events on our website  

Project photos for 2022



Roadside litter and trash cleanup



Wayfinding signs delivered to the county



Tweetsie and Linear Trail flower plots



Tweetsie Trail tree planting

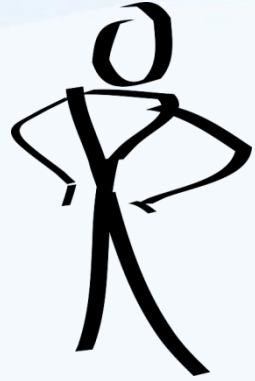


Watauga Lake Keep Tennessee River Beautiful cleanup



Three key drivers for keeping Carter County beautiful

➤ *Pride*



➤ *Education*



➤ *Enforcement*



Law Enforcement and Courts are taking action

Johnson City Press

CARTER COUNTY SHERIFF'S DEPARTMENT

Man gets unusual sentence on litter conviction

JOHN THOMPSON • APR 23, 2019 AT 6:36 PM

jthompson@johnsoncitypress.com

ELIZABETHTON – A man convicted of littering received an unusual sentence from Carter County Sessions Court Judge Keith Bowers Jr. on Monday.

Instead of ordering jail time, Bowers ordered Chad Joshua Oliver to spend 160 hours picking up trash following his conviction on a charge of aggravated criminal littering. Oliver was also fined \$50 and court costs and placed on probation for 11 months and 29 days.

Lt. Issac Rhea said the incident began on April 10 when he received a complaint about a large amount of garbage dumped on the side of Lick Skillet Road. Rhea said the trash was on the side of the road and also had gotten into a creek.

Elizabethton Star

YOUR STORIES • YOUR COMMUNITY • YOUR STAR

Court denies court appointed counsel for two accused of Teaberry Road dumping, sets trial date



By Contributed Content
Email the author

Published 8:25 am Tuesday, May 7, 2019

Another Teaberry Road littering case was again before Carter County General Sessions Court Judge Keith Bowers on Monday.

According to the docket, Kenneth Phillip Poore and Curtis Hitechew are charged with criminal littering after being caught on video dumping a mattress by Roan Mountain resident Elizabeth Woodby on Teaberry Road located in the Roan Mountain community.

Woodby posted the illegal dumping on Facebook before swearing out an affidavit in General Sessions Court which resulted in summonses being issued to the two men for criminal littering.

Judge Bowers denied appointed counsel to both men because the court determined they had adequate resources to hire private counsel.

Elizabethton Star

YOUR STORIES • YOUR COMMUNITY • YOUR STAR

Finding out the hard way... County residents face contempt after failing to address litter code violations



By Ivan Sanders
Email the author

Published 7:00 am Thursday, May 30, 2019

BY IVAN SANDERS

STAR STAFF

ivan.sanders@elizabethton.com

Litter on personal property at one time could be laughed off or completely ignored, but that will not be the case any longer as evidenced by three Carter County residents finding themselves in Carter County Chancery Court on Wednesday to face a motion of contempt for not following through with court orders received on February 27, 2019.

Those orders handed down to Timothy Birchfield and Karen Hollifield, Billy Joe Miller, and Gene and Carol Woodard ended up with a mixed bag of judgments issued by Chancellor John Rambo in regards to the motion for contempt each faced.

Elizabethton Star

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Fair warning by the courts: Trashing the litter bugs



By Rozella Hardin
Email the author

Published 8:57 am Monday, June 24, 2019

What in sandhill is going on in Carter County?

We're talking trash. And, it sounds like that citizens in Carter County have had enough and are working to bring this problem to a screeching halt.

It's a message that has been sent by not only individuals, but by law enforcement officers and the court, that if you trash our roadsides, you are going to pay.

This month, alone, three persons have been bound over to the grand jury for littering. Two of the three individuals were caught by a citizen dumping unwanted trash off the side of Teaberry Road in Roan Mountain. A third allegedly dumped dead animals on the same road.

Chancellor John Rambo found a man in civil contempt after he failed to clean his property in the 30-day allotted period given by the court. The man was ordered by the court to be taken to jail and furloughed Monday through Friday from 8 a.m. to 5 p.m. to clean his property to comply with the court's order.



What can you do to help?

➤ Pride



- Don't litter and educate others not to litter
- Be aware of what you buy and its environmental impact
- Participate in a KCCB events or start your own
- Act as an ambassador and let others know what a special place we live in
- Consider adopting a highway or waterway
- Report your individual efforts on our website

➤ Education



- Learn more about how our actions impact the environment
- Reuse, compost and recycle
- Plant trees and flowers

➤ Enforcement



- Report littering to law enforcement and at TDOT website

Consider composting your food waste

What is composting? A natural process that allows food waste to break down and turn into very fertile soil.



Why do it? Keeps the waste out of the land field.
Keeps the soil healthy, improves soil drainage and moisture absorption.
Plants love it!

What can be composted? Almost anything that was once growing – vegetable peelings, fruit waste, teabags, plant prunings, coffee grinds and grass cuttings.

*If you can't compost, consider supporting companies
That offer this service like Hoffman Composting in JC.*



Hoffman Composting
Johnson City, TN

Upcoming plans

- Continue working with schools, businesses, community organizations and citizens to bring awareness of the litter/dumping problem.
- Grow our volunteer base and encourage participation so that the community becomes self reliant.
- Encourage local restaurants, retail stores, and grocers to reduce plastic waste by switching to compostable packaging and utensils.
- Encourage local businesses and residents to take care of their property and the public areas around them.
- Continue urging local governments and law enforcement to hold accountable those individuals who chose to litter and pollute our county.
- Educate and inform the public on Tennessee Law changes on July 1, 2022
- Remove litter and trash from our community

Ed Jordan receives 2019 Martin L. Kennedy Award for Outstanding Tennessee Keep America Beautiful Affiliate Coordinator



September 17, 2019
Nashville, TN

Left to right:

Tammy Sellers, TDOT Environmental Div. Assistant Director

Missy Marshall, Keep TN Beautiful Director

Ed Jordan, Keep Carter County Beautiful Coordinator

Maria Lee, Tennessee First Lady



*City of Elizabethton and the
Carter County Commission
Recognize Ed for his service
during their November 2019
meetings.*



Ed Jordan receives Keep Tennessee Beautiful's Most Prestigious "Love Where You Live" Award in April 2021



The "Love Where You Live Award" recognizes one individual each year in the State of Tennessee who has made a positive difference in the litter clean up and beautification of their community. "Ed Jordan is one of the most dedicated volunteers we have, and that's saying a lot coming from the Volunteer State," Missy Marshall, Keep TN Director, said. "He sets the bar high for Keep Tennessee Beautiful volunteers, as an inspiration to us all."

April 16, 2021
Elizabethton, TN

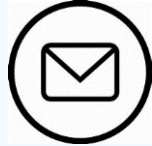


Left to right:
Patty Woodby, Carter County Mayor
Ed Jordan, Keep Carter County Beautiful Coordinator
Missy Marshall, Keep TN Beautiful Director
Curt Alexander, Elizabethton City Mayor



Contact Us

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(www.kccbbtn.org)