KOBA earns KAB President's Circle Award

SPECIAL TO THE JOURNAL

SENECA — Keep Oconee Beautiful Association (KOBA) received Keep America Beautiful's President Circle Award at the annual Keep America Beautiful (KAB) National Awards Dinner, held during the recent 2015 KAB National Conference in Washington, D.C. The President's Circle Award recognizes exemplary performance made by certified affiliates of the national nonprofit in building and sustaining vibrant communities.

In qualifying for a President's Circle Award, KOBA met KAB's standards of merit by conducting an annual Community Appearance Index, calculating the affiliate's cost/benefit ratio, and administering activities in the areas of litter prevention, recycling and waste reduction, and beautification and community greening. Established in 1953, KAB consists of a national network of more than 600 community-based affiliates whose programs, initiatives and efforts aim to transform public spaces into beautiful places.

"One of Keep America Beautiful's most effective tools is the work of our grassroots network of affiliate organizations, which has an impact on millions of Americans each year," said Keep America Beautiful President and CEO Jennifer Jehn.

"Our affiliates are providing real solutions that help create communities that are socially connected, environmentally healthy and economically sound."

Community Appearance Index-Litter Index: The KAB Community Appearance Index-Litter Index is a tool used by KAB affiliates to visually assess overall appearance of communities through indicators such as litter, illegal signs, graffiti, abandoned/junk vehicles and outside storage. A team of community, business and government representatives conducted the visual analysis using a scoring system ranging from 1-4, with 1 rated as no litter to 4 being extremely littered.

Each year, affiliates grade their communities during a drive-by examination of the same areas at the same time of the year. This provides an indication of the success of each community's anti-littering education and other anti-littering programs.

Cost/Benefit Analysis: This measurement tool enables KAB affiliates to demonstrate their ability to leverage community resources by determining the dollar value returned to the community for every dollar invested by government.

"KOBA works hard all year long to raise awareness, attract volunteers, manage Adopt-A-Highway and Adopt--Spot programs, and educate over 2400 children in anti-litter matters" said Catherine Washburn, executive director of KOBA. "We are a nonprofit organization made possible by citizens who care about keeping Oconee Beautiful and educating our children to enhance their future."