



2023

Annual Report

Working together to create a culture of environmentally responsible citizens.



Vision & Mission

Our Focus

Litter Prevention
Waste Reduction
Conservation
Beautification & Community Greening

Vision

Through our education, engagement, and empowerment efforts, our vision is to create a culture of environmentally responsible citizens within our communities throughout Pinellas County, Florida.

Mission

The mission of Keep Pinellas Beautiful is to conserve and beautify our natural environment by means of community engagement and education.





Education

27,323 Pinellas County Citizens were educated



713 educational events held





Community Improvement



60,675 lbs.
of litter removed

KPB engages residents to be a part of improvement initiatives to create a lasting impact within our local communities

Adoption Program



921 miles
cleaned

65,244.71
lbs. of litter
removed



65,244.71
lbs. of litter
removed



Litter Hotline

Through the Litter Hotline Program, KPB responded to **265 calls** which resulted in the removal of **33,755 lbs of litter.**





2023 The Great American Cleanup



4,515 volunteers



177 projects



41,962.56 lbs.
of invasives



2,442 native plants
and trees planted

129.91 miles improved



22,844.11 lbs. of
litter removed





2023 International Coastal Cleanup



2,646 volunteers



94 projects



8,762.23 lbs. of
invasive material



304 native plants
and trees planted

63.22 miles improved



16,393.45 lbs. of
litter removed





The Big Cleanup Clearwater



Along with this annual event, we maintained monthly cleanups along Clearwater Beach to **remove 2,115.08 lbs. of litter** from a well-loved and iconic area of the county.



880

Volunteers



6,492.39

lbs. of trash removed



27

Sites



Revitalizing the MLK
Corridor



Youth
Environmental
Workshops

2023 Highlights



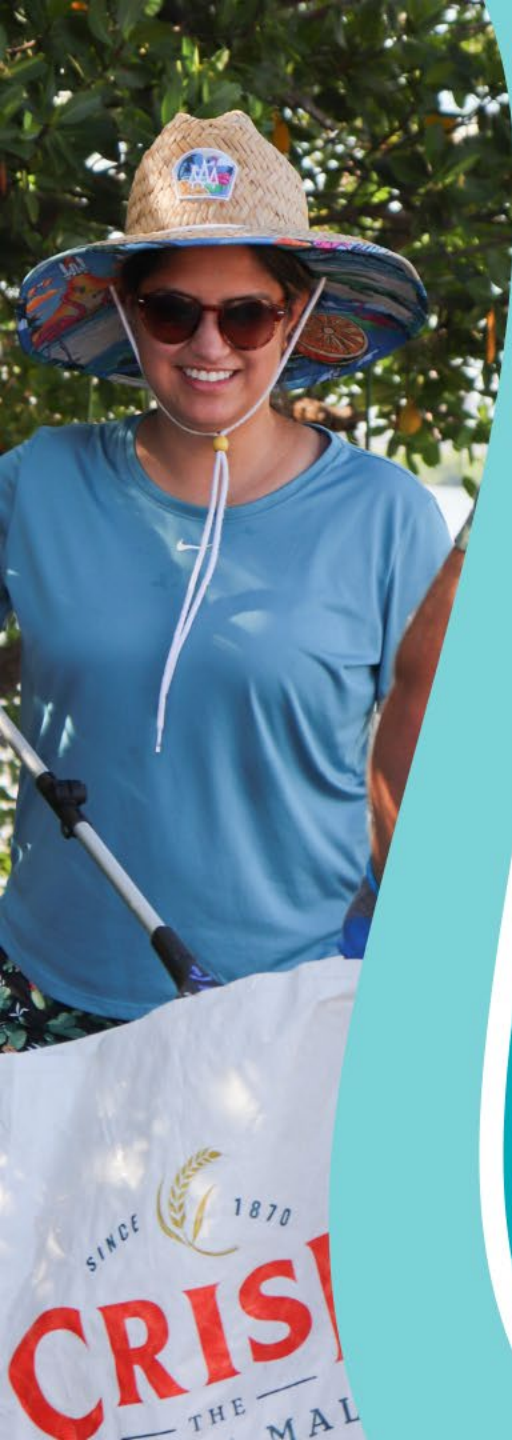
Coffee & Conversation
Series

We engage residents to make a difference within their communities

We empower individuals to become environmentally responsible citizens

THE PROBLEM

- Municipalities are a critical stakeholder
- What do we know about municipalities in Tampa Bay?
- Municipalities in Tampa Bay - monitoring program



2023 TOTAL IMPACT

January 1, 2023 through December 31, 2023



641
educational
presentations were
conducted

167,281.96 lbs.
of litter was
removed



16,611.28 lbs.
of recyclables were
recovered



27,323 individuals
were educated

78,916.71 lbs.
of invasive
vegetation
removed



1,294
community projects



20,089
volunteers
were engaged

3,537
native plants and
trees were
planted



16
gardens planted



When \$25.43 is multiplied by
51,190.73 volunteer hours, we see
that we saved taxpayers
\$1,533,162.36 (of labor) in
community improvement services.



How do we do all that we do?

- ✓ **WE EDUCATE**
- ✓ **WE ENGAGE**
- ✓ **WE EMPOWER**

Thank you Pinellas County for your continued support. Together, we will keep Pinellas beautiful for generations to come!