



PRESS RELEASE

IMMEDIATE RELEASE

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Keep Irving Beautiful Conducts Annual Litter Index

Keep Irving Beautiful (KIB) board and staff members conducted the annual city-wide Litter Index survey on Friday, Oct. 14. As one of the requirements for KIB maintaining the highest President's Circle level in the Keep America Beautiful program, this survey is performed at approximately the same time each year. It involves driving specific routes which consist of nine areas across the city, each divided into four sections. Participants score each site from 1 to 4 based on the amount of litter seen, with 1 being the least littered and 4 being extremely littered. This same route has been covered since the original survey in 2001, and each year the results are calculated and compared to the baseline data and to the prior year. This year's overall average of a 1.26 score represents a decrease in litter of 34 percent from the first score 15 years ago.

"I enjoy taking part in this each year," said KIB Vice President Margie Stipes, "because it really gives us a good perspective on how different areas, and the whole city, are doing as far as litter is concerned. Each time we do the Litter Index, I notice something different, and what I especially like is seeing how well-kept many of our neighborhoods are.

"I think people are more conscious of littering as being unacceptable behavior, and I'd like to think that KIB has had a lot to do with that by raising awareness about how important it is to pick up litter and set an example for others. In addition, the city's litter team does a great job in keeping our corridors clean. I always come away from this day feeling very good about the city we live in, knowing that Irving is continually heading in the right direction in the fight against litter."

About KIB

Keep Irving Beautiful is a non-profit grassroots leadership organization dedicated to educating our community about litter abatement, recycling and beautification in order to help preserve the health and promote the social and economic prosperity of our city. As an award-winning affiliate of Keep America Beautiful and Keep Texas Beautiful, KIB reaches out to and partners with all sectors of the city, including government, business, church, cultural, educational, neighborhood and civic organizations. If you are interested in volunteering with KIB or making your activity a "green event," please visit keepirvingbeautiful.org or call the KIB office at (972) 721-2175.

