



Municipality of Norristown
Montgomery County, Pennsylvania
Population: 34,370

Target Affiliation Date: July 12, 2018



Organizational Structure Report

KEEP NORRISTOWN BEAUTIFUL BYLAWS

ARTICLE I. NAME

The name of the local affiliate of Keep America Beautiful in Norristown, Pennsylvania shall be “Keep Norristown Beautiful” (KNB).

ARTICLE II. PURPOSE (MISSION STATEMENT)

[Keep Norristown Beautiful](#) is dedicated to preserving and enhancing the beauty of Norristown by promoting a cleaner and more sustainable community through: Conservation Initiatives, Education Programs, Beautification Projects, and Volunteer Action

ARTICLE III. AFFILIATE RECOGNITION

Keep Norristown Beautiful was established, recognized, and authorized to serve as the official local affiliate of Keep American Beautiful in Norristown, Pennsylvania by the Municipal Council of Norristown with the adoption Resolution 17-172 of 2017 on December 5, 2017.

ARTICLE IV. EXECUTIVE DIRECTOR

SECTION 1: The Executive Director of Keep Norristown Beautiful shall serve as the Chief Executive Officer of the affiliate, reporting directly to the Municipal Administrator and Municipal Council of the Municipality of Norristown.

SECTION 2: The Executive Director shall be appointed by the Municipal Council of Norristown at the recommendation of the Municipal Administrator and shall work in partnership with a council-appointed advisory board and municipal staff to provide leadership, vision, and direction for the affiliate.

SECTION 3: In addition to managing the daily operations of the affiliate, the Executive Director shall preside over all meetings of the affiliate and its advisory board and shall act as the affiliate’s official representative in the community. The Executive Director and the Advisory Board shall have job descriptions that are held and maintained by the Office of the Administrator.

ARTICLE V. ADVISORY BOARD

SECTION 1: The Executive Director of Keep Norristown Beautiful shall be assisted by an advisory board consisting of a minimum of six members and a maximum of ten members that are appointed by the Municipal Council of Norristown.

SECTION 2: The following entities shall be represented on the Advisory Board:

- Norristown Municipal Council (1)
- Norristown Public Works (1)
- Norristown Police Department (1)
- Norristown Chamber of Commerce (1)
- Community/Civic Leaders (3-4)
- John James Audubon Center at Mill Grove (1)

SECTION 3: Members of the Advisory Board shall serve a term of two years. Members can be re-appointed as long as they attend 60% of Board meetings annually and actively contribute to the efforts of the affiliate.

SECTION 4: The Keep Norristown Beautiful Advisory Board shall only serve as an advisory body that offers their recommendations to the affiliate's Executive Director and volunteer for affiliate programs and events. The advisory board members possess no executive authority, cannot act as the official representative of the affiliate, and is not permitted to use, create, or distribute any materials that utilizing the logo or brand of Keep Norristown Beautiful without the consent of the affiliate's Executive Director.

ARTICLE VI. MEETINGS

A regular meeting shall be held on a quarterly basis at the discretion of the Executive Director with all meetings open to the public.

ARTICLE VII. AMENDMENTS

These bylaws may be amended upon the recommendation of the affiliate's Executive Director and with the approval of the Municipal Council of Norristown by a majority vote.

Official Recognition

MUNICIPALITY OF NORRISTOWN
A HOME RULE MUNICIPALITY
MONTGOMERY COUNTY, PENNSYLVANIA

RESOLUTION NO. 17-172 of 2017

**Authorizing the establishment of Keep Norristown Beautiful
as the official local affiliate of Keep America Beautiful**

WHEREAS, the national non-profit organization Keep America Beautiful has provided a framework for community education and hands-on stewardship in efforts to reduce litter and encourage recycling, promote volunteerism, and make sustainable improvement possible in communities since 1953 ; and

WHEREAS, Keep America Beautiful has built a robust and powerful network of affiliate organizations at the state and local level throughout the nation to augment and expand its programming; and

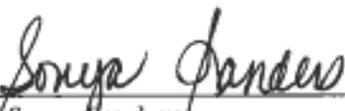
WHEREAS, the Municipality acknowledges the benefits of affiliation and desires a closer relationship with organizations such as Keep America Beautiful and Keep Pennsylvania Beautiful, believing that having a local affiliate in Norristown would enhance the quality of life of those who live and/or work in the community; and

NOW, THEREFORE BE IT RESOLVED, that the Municipal Council of Norristown hereby authorizes the establishment of Keep Norristown Beautiful as a local affiliate of Keep America Beautiful with the Special Assistant to the Municipal Administrator serving as the Executive Director of Keep Norristown Beautiful; and

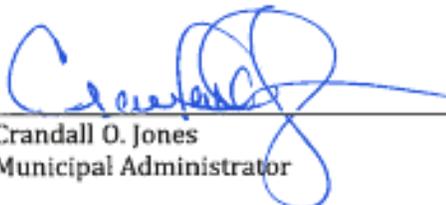
LET IT FURTHER BE RESOLVED, that the Executive Director be assisted by an Advisory Board comprised of community leaders, business owners, municipal staff, and a representative of the official trash hauler for the Municipality who will all provide feedback on the affiliate's operations as well as volunteer at events and programs.

ENACTED and **ORDAINED** this 5th day of December, 2017.

NORRISTOWN MUNICIPAL COUNCIL

By: 

Sonya Wanders
Council President

Attest 

Crandall O. Jones
Municipal Administrator

KNB Advisory Board

The Keep Norristown Beautiful Advisory Board consists of six to ten dedicated volunteers that are appointed by the Municipal Council of Norristown to assist and advise the KNB's Executive Director in the planning and implementation of projects, events, proposals, and other initiatives undertaken by Keep Norristown Beautiful at the discretion of the Executive Director.

KNB Executive Director

Brandon Ford
Special Assistant to the Administrator

Email:
bford@norristown.org; knb@norristown.org

Address:
235 East Airy Street, Norristown PA 19401

Phone:
610.270.0422

2018 Advisory Board Members

Olivia Brady
Norristown Municipal Council

Mary Ellen Digregorio
Resident

Denise Hall
Resident/Norristown Citizens in Action

Rashaad Bates
Resident/Norristown Planning Commission

Kym Ramsey
Norristown Chamber of Commerce

George Nave
Norristown Public Works

Kristi Barletta
Norristown Police Dept.

Carrie Barron
John James Audubon Center at Mill Grove

Annual Budget

FISCAL YEAR 2018

Keep Norristown Beautiful is primarily funded by funds received by the Municipality of Norristown from their municipal trash hauler, J.P. Mascaro, as part of their contractual obligation to the Municipality. As per their 2015 contract, Mascaro's recycling rewards program reimburses the Municipality \$8 per ton per year, every year, for the duration of the contract with a portion of those funds earmarked for use by Keep Norristown Beautiful.

Revenues

Recycling Rewards Program	\$12,750.00
Fundraising (2017)	-
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Estimated Total	\$12,750.00

Expenditures

Salary	\$6,000.00
Benefits & Taxes	\$750.00
Program Supplies & Activities	\$5,000.00
Travel & Training	\$800.00
Annual KAB Membership	\$200.00
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Estimated Total	\$12,750.00

**Expenses for the program will be charged to Civic Activities account
of the Municipality's General Fund**

Executive Director POSITION DESCRIPTION

DESCRIPTION OF POSITION:

The Executive Director of Keep Norristown Beautiful serves as the Chief Executive Officer of the organization and reports directly to the Municipal Administrator and Municipal Council of the Municipality of Norristown. The Executive Director is appointed by the Municipal Council of Norristown and works in partnership with a council-appointed advisory board and municipal staff to provide leadership, vision and direction for the organization and to develop organizational strategy.

The Executive Director also acts as the development and events manager for Keep Norristown Beautiful, and works with municipal staff to determine funding opportunities. In addition, the Executive Director identifies, organizes and manages the fundraising and recycling activities of the affiliate with a focus on expanding opportunities to obtain sustainable support from corporations, public and private organizations, faith communities and individuals.

RESPONSIBILITIES:

- Oversee the development, implementation and evaluation of programs and services that support the mission of the organization.
- Lead fundraising efforts, including supporting the Board's involvement in fundraising, personally cultivating and soliciting donors, and supervising implementation of fundraising plans and policies.
- Ensure ongoing local programmatic excellence, rigorous program evaluation, and consistent quality of finance and administration, fundraising, communications, and systems; recommend timelines and resources needed to achieve the strategic goals.
- Keep the Municipal Council, Municipal Administrator, and Advisory Board informed of progress and challenges in policy development, financial management, community relations and organizational management.
- Ensure compliance with all local, state and federal legal requirements.
- Facilitate the development of a comprehensive strategic plan approved by the Council.
- Represent the organization by participating in key associations and organizations, serving on committees and advisory groups and speaking in public settings.
- Cultivate donor relationships to maximize growth and become long term supporters.
- Recruit, schedule, supervise, train and maintain an extensive network of volunteers.
- Oversee and encourage continuous improvement efforts for operations, decrease turn-around times, streamline work processes, and work cooperatively with staff and volunteers.

Advisory Board Member POSITION DESCRIPTION

DESCRIPTION OF POSITION:

The Keep Norristown Beautiful (KNB) Advisory Board exists to advise the Executive Director in the establishment of policy, recommends specific programs, and actively participates in the implementation of events and programs offered by KNB.

The members work with the Executive Director towards the goal of preserving and enhancing the beauty of Norristown by promoting a cleaner and more sustainable community through conservation initiation, educational programming, beautification projects, and volunteer action.

QUALIFICATIONS:

Interest in the mission of Keep Norristown beautiful and its stated community improvement focus of litter prevention, beautification, waste reduction, and recycling.

RESPONSIBILITIES:

Provide direction and support for the Executive Director:

- Annually review the mission, Bylaws, Standing Rules and any other agreements
- Advise and recommend programs, events, and activities
- Assist in the prioritization and monitoring of programs and services.
- Ensure effective organizational planning.
- Develop/review the strategic plan, goals and annual objectives.

Ensure adequate resources for achieving the mission:

- Attend meetings
- Work on a committee/task force
- Participate one event in each focus area: litter prevention, beautification, and waste reduction and recycling
- Represent Keep Norristown Beautiful at other organization meetings, events and special activities
- Be active or participate in fundraising activities

2018 Litter Index Report

1. KAB affiliate name:	Keep Norristown Beautiful
2: KAB affiliate state:	Pennsylvania
3. Approximate KAB affiliate population:	34,000
4. Approximate KAB affiliate size (in square miles):	3.52
5. Date(s) of Litter Index scoring:	4/21/2018
6. Total driving and scoring time (in hours):	5
7. Please identify scorers' profiles:	0
a. Number of board members	3
b. Number of other volunteers	0
c. Number of paid government employees	0
d. Number of KAB affiliate director and staff	1
e. Total Number of scorers	4
8 Please indicate on what basis you selected your areas:	
a. Political jurisdictions	N/A
b. Sanitation districts	N/A
c. School districts	N/A
d. Neighborhoods	X
e. Other (please identify)	N/A

9. KAB Litter Index Results:

Areas	Area Scores (average of sub-areas)
1 (West End)	2.45
2 (Downtown)	2.26
3 (East End)	2.16
4 (North End)	1.35
5 (Norris Hills)	1.34

10. Affiliate score (average of area scores): 1.91

2018 Litter Index Report

Individual Area Data

Zone 1: WEST END	Olivia	Denise	Rashaad	Brandon	AVERAGE
1 Main (Forrest to Noble)	3	2	2	2	2
2 Main (Noble to Markley)	3	3	3	3	3
3 Marshall (Forrest to Noble)	2	1	1	1	1
4 Marshall (Noble to Markley)	2	2	2	2	2
5 Astor (Main to Elm)	3	3	3	3	3
6 Kohn (Airy to Beech)	2	3	2	2	2
7 Lafayette (Noble to Markley)	2	2	2	2	2
8 Haws (Riverfront to Main)	3	4	2	3	3
9 Chain (Main to Elm)	3	3	3	3	3
10 Elm (Noble to Markley)	2	3	3	3	3
Average	3	3	2	2	2.5

Zone 2: DOWNTOWN	Olivia	Denise	Rashaad	Brandon	AVERAGE
1 Markley (River to Elm)	2	2	3	3	3
2 DeKalb (River to Elm)	2	2	3	3	3
3 Cherry (Lafayette to Elm)	2	2	3	2	2
4 Swede (Lafayette to Elm)	2	2	2	2	2
5 Lafayette (Markley to DeKalb)	2	2	3	3	3
6 Main (Markley to DeKalb)	2	2	3	3	3
7 Penn (Markley to DeKalb)	2	2	2	2	2
8 Airy (Markley to DeKalb)	2	2	2	2	2
9 Marshall (Markley to DeKalb)	2	2	3	3	3
10 Elm (Markley to DeKalb)	2	2	2	2	2
Average	2	2	3	3	2.3

Zone 3: EAST END	Olivia	Denise	Rashaad	Brandon	AVERAGE
1 Washington (DeKalb to Ford)	4	4	2	3	3
2 Lafayette (DeKalb to Ford)	2	2	3	2	2
3 Main (DeKalb to Ford)	2	2	2	2	2
4 Main (Ford to Border/Ross)	1	2	2	2	2
5 Airy (DeKalb to Ford/High)	2	2	3	2	2
6 Marshall (DeKalb to High)	1	2	2	2	2
7 Oak (DeKalb to Ford)	3	3	2	2	2
8 Green (Airy to Jacoby)	2	3	2	3	3
9 Sandy (Tremont to Fornance)	1	2	1	2	2
10 Arch (Airy to Jacoby)	1	2	3	2	2.0
Average	2	2	2	2	2.2

2018 Litter Index Report

Zone 4: NORTH END	Olivia	Denise	Rashaad	Brandon	AVERAGE
1 Harding (Sterigere to Johnson)	1	2	1	1	1
2 Markley (Elm to Fornance)	2	2	2	2	2
3 Markley (Fornance to Johnson)	2	1	2	2	2
4 Willow (Elm to Fornance)	1	2	1	1	1
5 Fornance (Markley to DeKalb)	1	2	1	1	1
6 Brown (Markley to DeKalb)	1	1	1	1	1
7 Freedley (Markley to DeKalb)	1	1	2	1	1
8 Roberts (Markley to DeKalb)	1	1	2	1	1
9 Powell (Fornance to Johnson)	1	1	2	1	1
10 Pine (Fornance to Johnson)	1	1	2	1	1
Average	1	1	2	1	1.4

Zone 5: NORRIS HILLS	Olivia	Denise	Rashaad	Brandon	AVERAGE
1 Harding (Sterigere to Johnson)	1	2	2	2	2
2 Markley (Elm to Fornance)	1	2	2	2	2
3 Markley (Fornance to Johnson)	1	1	1	1	1
4 Willow (Elm to Fornance)	1	1	1	1	1
5 Fornance (Markley to DeKalb)	1	1	1	1	1
6 Brown (Markley to DeKalb)	1	1	1	1	1
7 Freedley (Markley to DeKalb)	1	2	2	2	2
8 Roberts (Markley to DeKalb)	1	1	1	1	1
9 Powell (Fornance to Johnson)	1	2	2	2	2
10 Pine (Fornance to Johnson)	1	2	2	2	2
Average	1	2	2	1	1.3

Focus Area Survey

INTRODUCTION

What impression would a first time visitor have of your community?

Situated in close proximity to several major highways and along the scenic banks of the Schuylkill River, Norristown is a dense and culturally diverse urban community that is located just 15 miles northwest of Philadelphia in southeastern Pennsylvania. Once a regional manufacturing and thriving economic center, recent years has seen the dawn of a new era of revitalization in Norristown. First time visitors would enjoy the abundance of parks, we have over a dozen with our municipality, and authentic ethnic restaurants in and around our Downtown and Marshall street business districts. Norristown also hosts a weekly summer concert with live music every Sunday at our Elmwood Park from May through September, and a festive Fourth of July parade and fireworks display. Visitors can also visit Elmwood Park Zoo, a nationally accredited and recognized attraction with all the excitement of the Philly Zoo without the traffic and need to travel into the city!

What are some NEGATIVES?

Unfortunately not all of Norristown has recovered from the economic hardships of the late 1990s and early 2000s. The scars of our distressed past are still apparent, particularly in our downtown as there remains a significant number of vacant storefronts with litter from those only travelling through our community thrown along our streets. Illegal and irregular signage, overflowing trash receptacles that are left out long before and after their weekly pickup day, and illegal dumping all inhibit Norristown's ability to revitalize into a socio-economic, and environmentally sustainable community.

What are some POSITIVES?

Since start the affiliation process, the efforts of Keep Norristown Beautiful has already made showing some significant steps in combating litter, promoting conservation, and establishing a strong network of local and regional partners.

Our clean-ups equipment share program empower residents and businesses to take action in their neighborhood by giving them access to tools needed to organize a small-scale clean-up on their block.

Norristown's Riverfront Park Riparian Buffer Restoration Project is a partnership with the John James Audubon Center at Mill Grove to plant native species on the riverbank to prevent erosion, combat invasive species, and provide a natural home and

Focus Area Survey

LITTER PREVENTION

Who is responsible for litter prevention?

Ordinance No. 14-10 adopted on August 6, 2014, makes the accumulation of litter on any property in the Municipality of Norristown unlawful. The Ordinance empowers any code enforcement officer, police officer, or any other person authorized by the Municipal Council of Norristown to immediately issue a ticket, in writing, to the owner, occupier, or agent of the owner of any property where litter is found to be accumulating, lying, or located on the property or abutting sidewalk .

- | | | |
|----|--------------------------------------|-------------------|
| A. | Dept. Building & Code Enforcement | 610-292-8096 |
| B. | Norristown Police Department | 610-270-0977 |
| C. | Public Works Dept. - Streets & Parks | 610-270-0437/4058 |

What ordinances /codes/regulations exist(s) in your community related to litter prevention?

Chapter 202 / Ordinance No. 14-10 adopted on August 6, 2014, establishes the definition of litter and empowers municipal staff to issue tickets for the accumulation of litter on properties. It also establishes penalties for violations related to litter abatement including fines and community service for first, second, third, and subsequent convictions.

Chapter 239 Article I / Ordinance No. 13-17 adopted on December 17, 2013, formally adopts all portions of the 2012 International Property Maintenance Code concerning litter removal, snow removal and noxious weeds.

Chapter 2341 Article I / Ordinance No. 09-06 adopted on May 5, 2009, sets out the purpose and intent to prevent the proliferation of signs on properties within the public right-of-way in order to preserve health, safety, and welfare of residents, reduce visual clutter and blight, and prevent litter and the accumulation of rubbish.

Chapter 274 Article VII / Ordinance No. 90-7 adopted on March 6, 1990, establishes a mandatory recycling program for curbside collection in Norristown, outlines rules and regulations pertaining to recycling and its collection, and codifies violations and penalties for violating the ordinance.

Focus Area Survey

LITTER PREVENTION

Did you community participate in the Great American Clean-up or any other clean-ups?

Norristown Team-up Clean-up - Keep Norristown Beautiful sponsors this community-wide clean-up event every spring in coordination with the Great American Clean-up. Our most recent occurred on April 14, 2018.

Treemount Cemetery Restoration - partnering with local groups, Keep Norristown Beautiful is participating in the clean-up of the historic Treemount Cemetery. The clean-up is on going on a weekly basis for the duration of the summer.

Fall Coastal Clean-up - plans are already in motion to coordinate a clean-up along our waterways and riverfront this fall in partnership with local fishing and conservation groups.

Who is responsible for illegal dump clean-up in your jurisdiction?

- A. J.P. Mascaro & Sons
- B. Dept. Building & Code Enforcement 610-292-8096
- C. Norristown Police Department 610-270-0977
- D. Public Works Dept. - Streets & Parks 610-270-0437/4058

What litter prevention programs are used by your area schools?

To our knowledge, there are no litter prevention programs that are being used in our area schools or in its curriculum.

Who does education related to litter prevention?

The official residential trash collector for the Municipality, J.P. Mascaro & Sons, will periodically present in our schools.

Focus Area Survey

BEAUTIFICATION & COMMUNITY IMPROVEMENT

Who is responsible for beautification & community improvement?

Beautification and community improvement initiatives are generally conducted through the Municipality (e.g. Dept. of Planning & Municipal Development) as well as the County government of Montgomery County, Pennsylvania, for which Norristown is the county seat.

What ordinances /codes/regulations exist(s) in your community related to beautification?

Chapter 31 / Ordinance No. 03-09 adopted on October, 2003, sets forth the boundaries and regulations for Norristown's two historic districts with a goal of preserving the historical architectural of the designated areas.

Chapter 320 / Ordinance No. 14-06 adopted on May 21, 2014, establishes zoning rules and requirements for each of Norristown's zoning districts, including design standards to ensure that developments fit the desired aesthetics of our community.

Has your community recognized anyone for beautification efforts in the past three years?

No, but one of Keep Norristown Beautiful's goals would be to institute a recognition program to celebrate the efforts

Do you have an active Master Gardener Program?

No

How many Garden Clubs exist in your community?

The award-winning Norristown Garden Club is the only garden club in our community. That being said, there are many in Norristown that partake in gardening.

Are you a Tree City USA?

Norristown is not a designated Tree City.

Who does education related to beautification and community improvement?

No one at this time, although it will be a cornerstone of Keep Norristown Beautiful.

Focus Area Survey

WASTE REDUCTION

Who is responsible for solid waste?

Chapter 274 of the Municipal Code of Norristown outlines the rules and regulations pertaining to solid waste collection. As of 2018, the Municipality of Norristown is in the midst of a multi-year contract with J.P. Mascaro & Sons for the collection of all residential solid waste with the exception of multi-residential dwellings. Contracting for commercial waste collection is the responsibility of businesses.

What ordinances /codes/regulations exist(s) in your community related to waste reduction?

See ordinances listed in previous two sections.

List all the landfills, transfer/convenience stations in our area?

There are no such facilities located in the Municipality of Norristown.

What is the estimated remaining life of each landfill?

Not applicable

List the public or private recycling opportunities in our community?

Hazardous Household Waste Collection
Montgomery County Tire Collection
AARP Document Shredding Event

Are there any reuse/second-hand shops in the community?

Yes, most notably Heaven's Treasures in Norristown's North End

Do you have a recycling end use business?

No

Where does the electronic waste including cell phones and inkjet in our community go?

Disposal is through the regular parish solid waste collection.

Do your schools recycle?

Not that we are aware of currently.

Who does education on waste reduction?

The official residential trash collector for the Municipality, J.P. Mascaro & Sons, will periodically present in our schools.

Focus Area Survey OBSERVATIONS

Accumulations of litter?

The main sources of litter for residential and commercial areas are individuals who are intentionally littering. In addition, both the intentional and unintentional littering on local roadways and dumping and littering in recreational areas are problems.

The neighborhoods where littering is most troubling are mostly a result of culture and attitudes. The sources are open pick up trucks, pedestrian traffic, spillover from public trash receptacles, and residential garbage cans on pick up days.

Litter, beautification and community improvement, and waste reduction ordinances?

The Municipality has adopted numerous ordinances to reduce waste and litter and beautify our community: Litter Ordinance, Residential Waste Collection Ordinances

Litter, beautification and community improvement, and waste reduction technology?

None as of now.

Enforcement of the related laws?

Police & Code Enforcement Departments have limited time for strict enforcement.

Existing litter, beautification & community improvement, and waste reduction education programs?

None as of now.

Other nuisances?

Other nuisances related to the litter problem in the Municipality are:

Abandoned cars

Tall grass in ditches and along railroad tracks

Unattractive signage, snipe signs, illegally placed signs

Blighted property

Focus Area Survey RECOMMENDATIONS

To accomplish the mission of Keep Norristown Beautiful (KNB), the Executive Director and Advisory Board will continue to engage volunteers to carry out our programs.

KNB will develop sponsorships and solidify fund raising programs to become a self-sustaining organization. We will actively apply for grant opportunities and will continue ongoing programs.

Conservation Initiatives

This group will coordinate with the local Audubon Center, Preservation Society, and Historical Society to conserve the natural and historic beauty of Norristown. Specifically, KNB will be working to restore the riparian buffers at Riverfront Park and Stony Creek with the planting of native plant species.

Education Programming

KNB will also partner with the Audubon Society, garden club, municipal waste collector, and county recycling office to develop a series of workshops and educational programs aimed at increasing public awareness of sustainability, waste reduction, and recycling opportunities. A potential partnership with Norristown Recreation will be explored to offer seasonal programs geared towards local youth on the same topics.

Beautification Projects

Grant opportunities and Norristown first-ever Capital Improvement Plan will be the focus of our beautification efforts. KNB will concentrate on enhancing current assets to make them more aesthetically pleasing while additionally adding value through the utilization of place-making standards.

Litter Prevention

Litter Prevention is a primary focus of the Keep Norristown Beautiful. In addition to regular clean-up events, education and enforcement, KNB will focus on instituting an Adopt-A-Street Program, whereby organizations or businesses may adopt a street, park or area. The group agrees to clean the adopted area or street. KNB provides equipment for the cleanup and our state affiliate will obtain a street sign designating the group's name.