

GENERAL ASSEMBLY OF NORTH CAROLINA

SESSION 1989

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HOUSE BILL 1460

Short Title: Keep NC Beautiful Funds.

(Public)

Sponsors: Representatives Redwine; Warren and Bowman.

Referred to: Appropriations.

April 28, 1989

A BILL TO BE ENTITLED

1 AN ACT TO APPROPRIATE FUNDS TO KEEP NORTH CAROLINA BEAUTIFUL,
2 INC., TO ENCOURAGE LITTER REDUCTION, RECYCLING, AND
3 BEAUTIFICATION IN NORTH CAROLINA.
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5 Whereas, the effort to improve our visual environment by reducing litter,
6 increasing recycling to reduce solid waste, improving erosion control, and encouraging
7 beautification throughout North Carolina is a shared responsibility involving individual
8 citizens, civic organizations, corporations and government; and

9 Whereas, Keep North Carolina Beautiful, Inc., also known as Keep North
10 Carolina Clean & Beautiful, has established and implemented a variety of specific
11 programs and projects to increase public awareness of our shared responsibility; and

12 Whereas, Keep North Carolina Beautiful, Inc., assists the North Carolina
13 Department of Transportation in the promotion and monitoring of the highly successful
14 "Adopt-A-Highway" Program, currently consisting of 2,200 volunteer groups and
15 businesses which have adopted nearly 5,000 miles of highway statewide; and

16 Whereas, Keep North Carolina Beautiful, Inc., in conjunction with the North
17 Carolina Department of Transportation twice annually conducts a "Clean
18 Sweep" campaign to urge volunteers to clean up their roads and communities (in 1988,
19 an estimated 40,000 volunteers participated); and

20 Whereas, Keep North Carolina Beautiful, Inc., motivates more than 40,000
21 public school students annually to plan and implement environmental improvement
22 programs or to participate in essay contests on their campuses, in conjunction with the
23 North Carolina Department of Public Instruction; and

1 Whereas, Keep North Carolina Beautiful, Inc., has been instrumental in
2 promoting a comprehensive and ongoing litter reduction, recycling, and beautification
3 program at the local level in an effort to change peoples' attitudes about how to properly
4 dispose of their trash; and

5 Whereas, Keep North Carolina Beautiful, Inc., through "Operation Clean and
6 Beautiful" recognizes local environmental improvement efforts through a community-
7 based awards program, with an estimated annual participation of 460,000 citizens; and

8 Whereas, Keep North Carolina Beautiful, Inc., has received national
9 recognition for its public lands awareness campaign and for serving as a leading
10 statewide educational program, including two consecutive years as national winner of
11 the "Take Pride In America" award and winner of the "Keep America Beautiful" Special
12 Merit Award; and

13 Whereas, it is conservatively estimated that the value of the combined
14 activities of the many volunteers, students, civic groups, and corporations involved in
15 all programs coordinated by Keep North Carolina Beautiful, Inc., is at least \$4,445,000
16 annually; Now, therefore,

17 The General Assembly of North Carolina enacts:

18 Section 1. There is appropriated from the General Fund to the Department of
19 Commerce \$25,000 for the 1989-90 fiscal year as a grant-in-aid for Keep North
20 Carolina Beautiful, Inc. These funds shall be used to assist Keep North Carolina
21 Beautiful, Inc., in its efforts to work towards improving the physical and visual
22 environment of North Carolina. These funds shall be in addition to any other funds
23 appropriated to the Department of Commerce for Keep North Carolina Beautiful, Inc.

24 Sec. 2. This act shall become effective July 1, 1989.