



# Community Appearance Index



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**KAB.ORG**



# Community Appearance Index

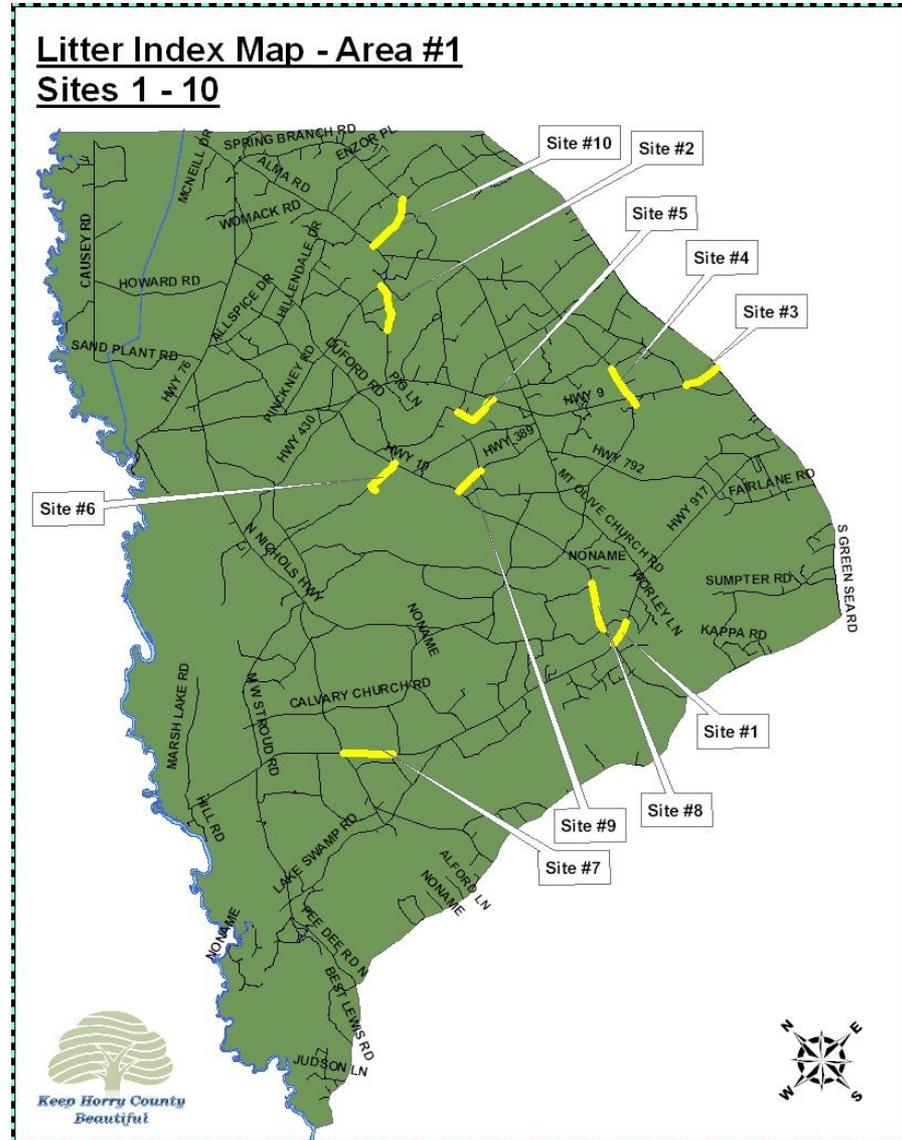
- Litter Index (Required for Good Standing)
- Optional Indices
  - Illegal Signs (to be included)
  - Graffiti
  - Abandoned/Junked Vehicles
  - Outside Storage
- Conducted as pre-requisite for certification



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# Community Appearance Index Litter Index

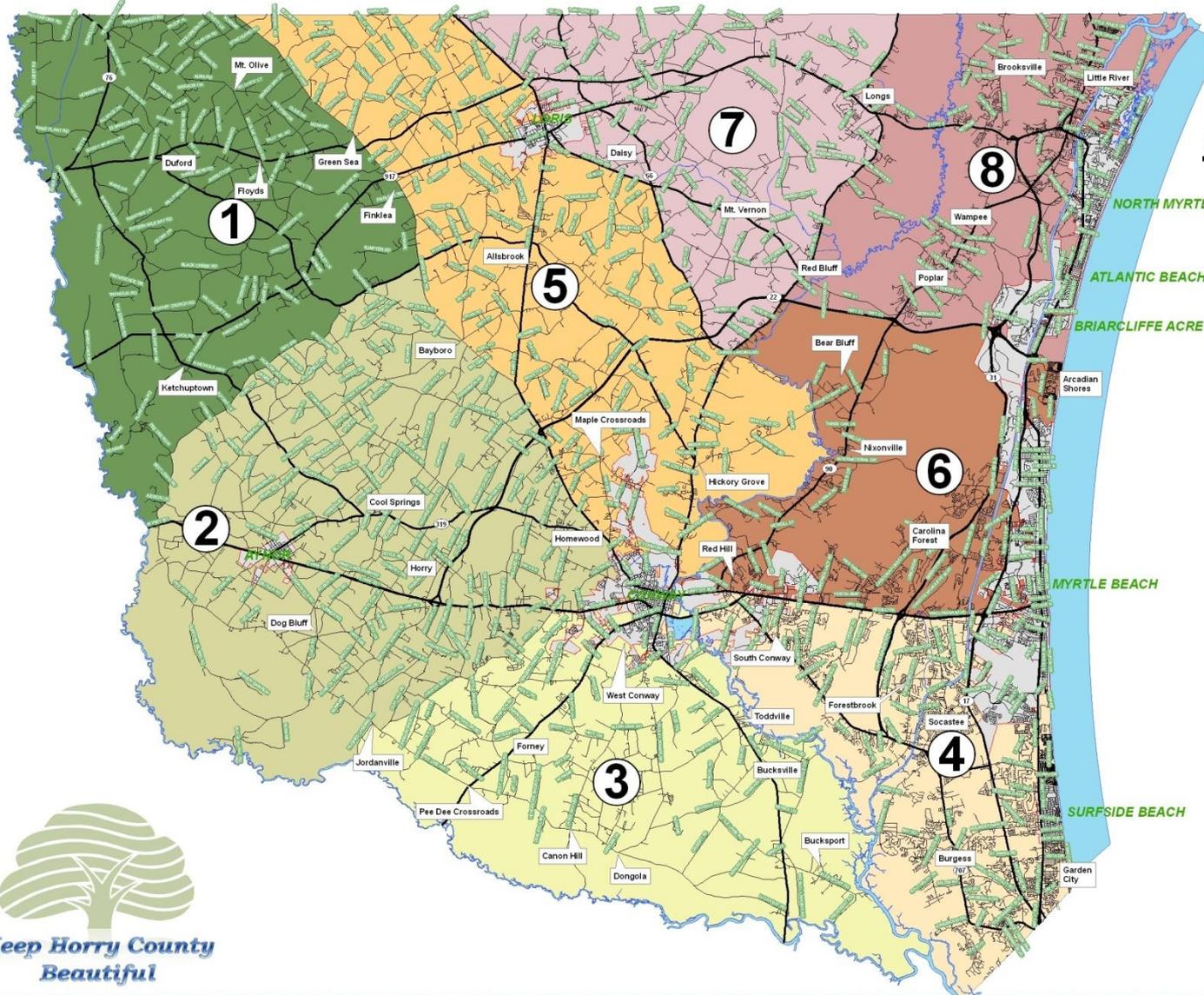
- Minimum 5 Areas: **8 Areas in Horry County!**
- 10 Sites in each Area
- Site ½-1 mile length



Example : Area map for Horry County (1 of 8)

# Horry County Community Appearance Assessment Map

## Litter Index Map



### Legend

- Major Roads
- Road Centerlines
- Water
- Duford/Ketchuptown/Green Sea
- Aynor/Conway
- West Conway/Bucksport
- South Conway/Forestbrook/Socastee/Garden City
- East Conway/Loris
- Carolina Forest/Bear Bluff
- Longs/Daisy
- Little River/Wampee



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# Litter Index Scale 1

## “Minimal or No Litter”



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- Virtually no litter
- 1 or 2 small items in a city block or equivalent
- Collected quickly by 1 individual
- Generally neat and tidy



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# Litter Index Scale 2 “Slightly Littered”

- Small amount of litter
- Eye is not continually grabbed by littered items



# Litter Index Scale 3 “Littered”



- Visible litter catches your eye frequently
- Organized effort for removal
- Considerable effort to clean





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# Litter Index Scale 4

## “Extremely Littered”

- Continuous amount of litter
- Litter first thing noticed
- Might include an illegal dump
- Equipment may be required for removal
- Strong impression of a lack of concern about litter



# Scoring Sheet



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Keep Horry County Beautiful – Litter & Illegal Sign Index

**AREA #1: DUFORD/ KETCHUPTOWN/ GREEN SEA**

Date \_\_\_\_\_ Scorer \_\_\_\_\_

## Litter Index

Site	Score (circle score)				Notable Conditions
1 (Hwy. 917)	1	2	3	4	
2 (Old Stage Rd.)	1	2	3	4	
3 (Mitchell Sea Rd.)	1	2	3	4	
4 (Bayview Rd./ Harrelson Rd.)	1	2	3	4	
5 (Stackhouse Circle)	1	2	3	4	
6 (Millpond Rd.)	1	2	3	4	
7 (Hwy. 917)	1	2	3	4	
8 (Hwy. 19)	1	2	3	4	
9 (Hwy. 389)	1	2	3	4	
10 (Hamps Rd.)	1	2	3	4	



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# Results

- Overall, Horry County averaged 2 = “Slightly Littered”
- Areas/sites around Mitchell Sea, Juniper Bay, Bucksport, Red Hill, Socastee, Carolina Forest, East Loris, Longs, Little River **scored worse (3 – 4)**
- All sites were randomly chosen!
- Does not necessarily represent a true picture

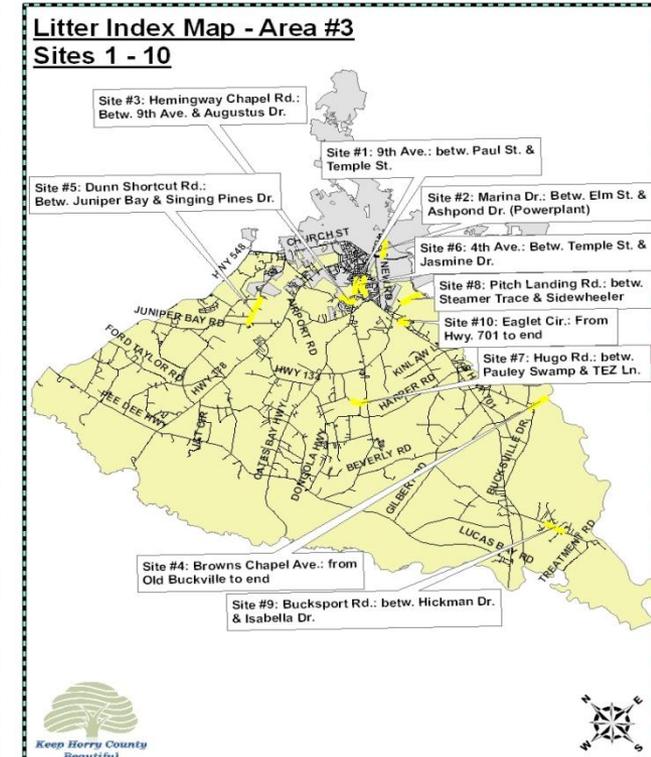
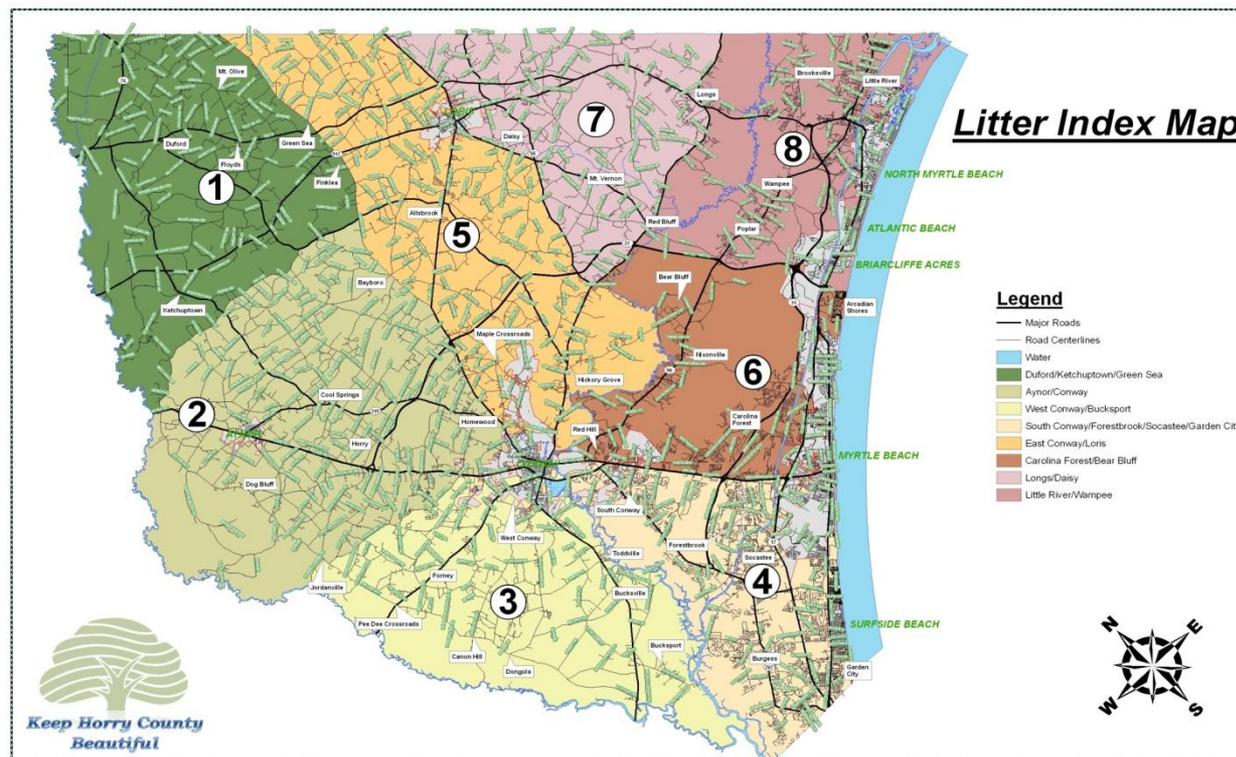






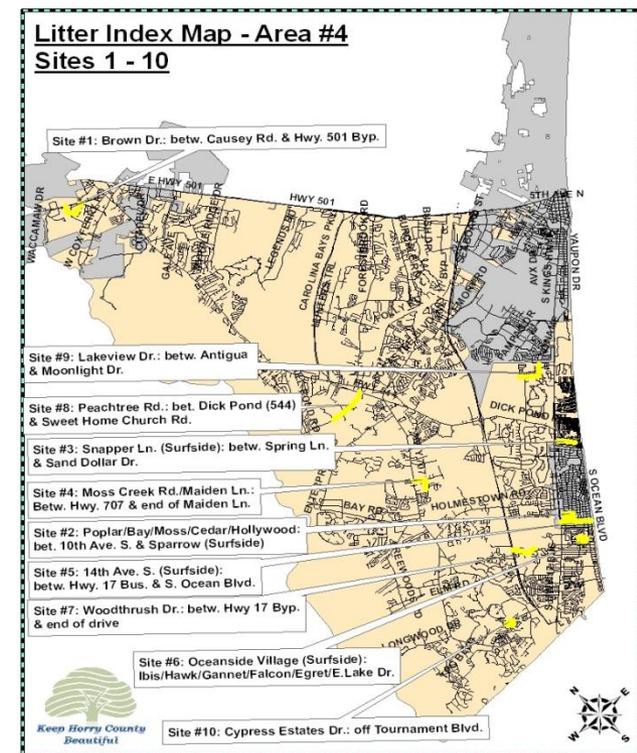
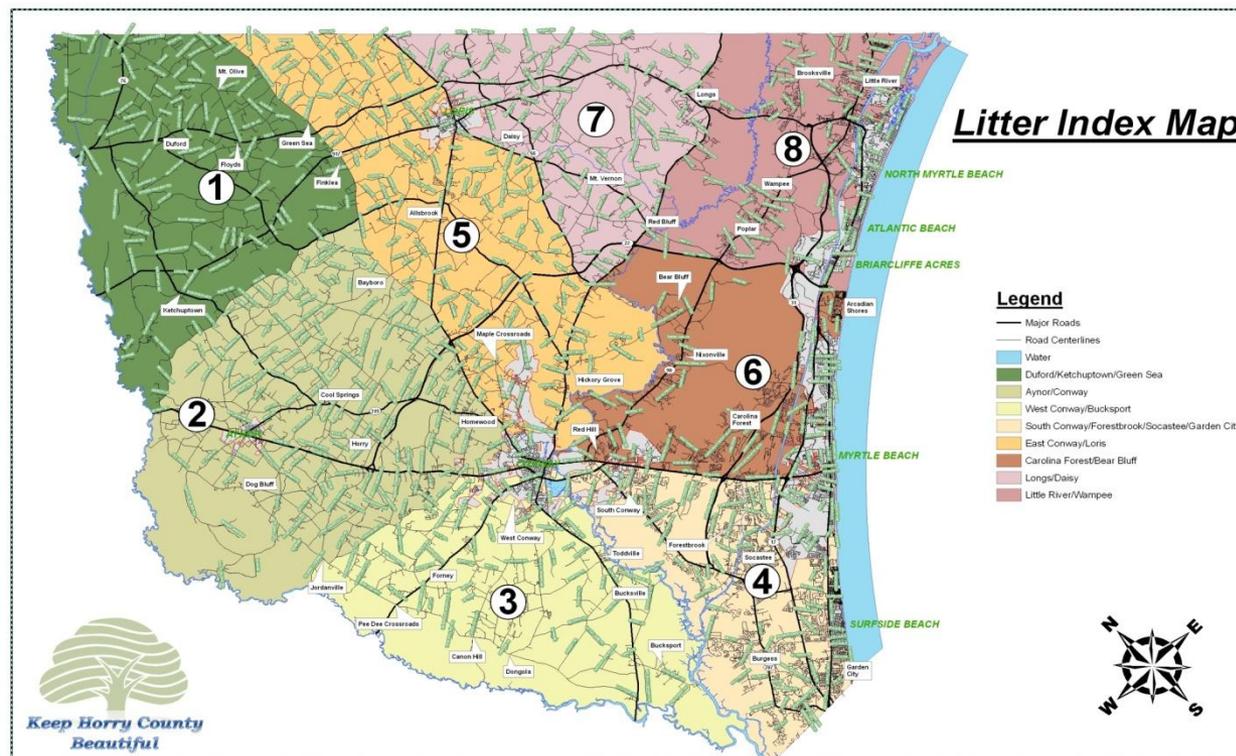
# Litter Index Scoring Results - Area 3 (West Conway/Bucksport)

Site	Scorer 1	Scorer 2	Scorer 3	Scorer 4	Scorer 5	Scorer 6	Averages	Notes
1	1.5	3	2	1	2	2	2	more consistent litter
2	1.5	2	1	2	2	2	2	tire, collar, debris in drainage area
3	1	2	1	1	1	1	1	more litter in woods
4	1	2	1	3	2	2	2	old home fallen down
5	4	4	3	3	2	3	3	2 dilapidated buildings; lots of trash
6	1.5	2	2	2	3	3	2	blown trash on side
7	2	2	2	3	2	2	2	some areas more littered
8	2	3	2	3	3	3	3	fairly consistent trash along road
9	4	3	3	4	3	3	3	lots of litter/trash in woods
10	1	1	1	1	1	1	1	very neat & tidy neighborhood
<b>Average Area 3:</b>							<b>2</b>	



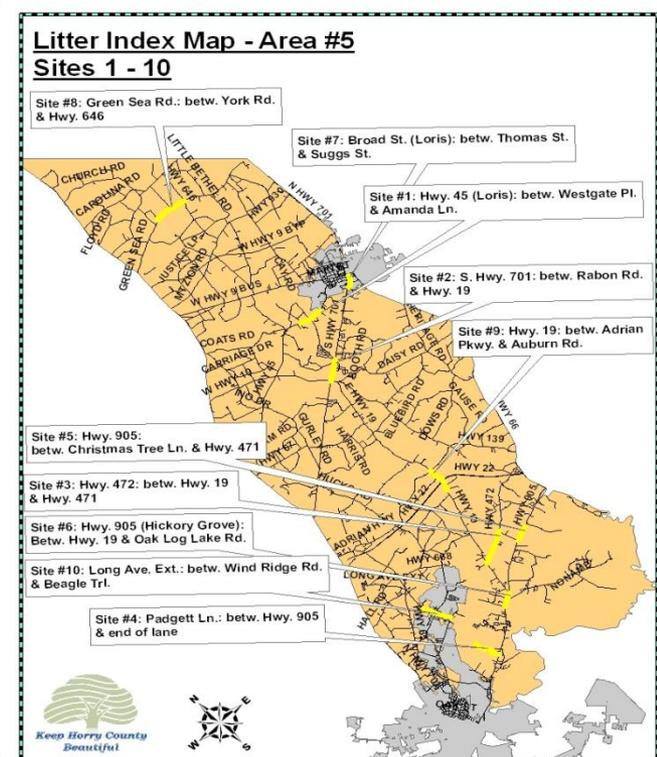
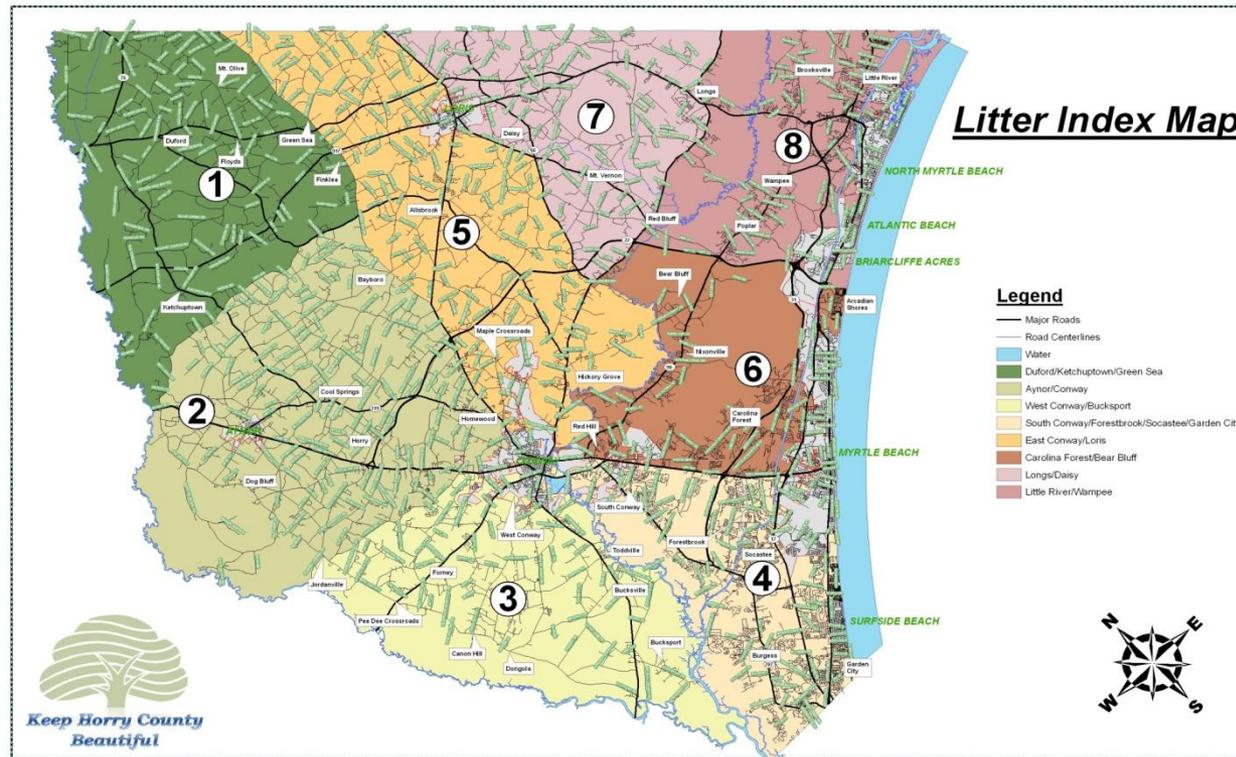
# Litter Index Scoring Results - Area 4 (South Conway/Forestbrook/Socastee/Garden City)

Site	Scorer 1	Scorer 2	Scorer 3	Scorer 4	Scorer 5	Scorer 6	Averages	Notes
1	3	2	2.5	3	2	3	3	one site was "3"
2	1	1	1	2	1	1	1	
3	1	1	1	1	1	1	1	
4	3	3	2	3	2	3	3	Lots of litter along Hwy. 544
5	1	1	1	1	1	1	1	
6								
7								
8	3	2	2.5	3	3	3	3	2 sites were "3"
9	1	1	1	1	1	1	1	
10	1	1	1	1	1	1	1	
<b>Average Area 4:</b>							<b>2</b>	



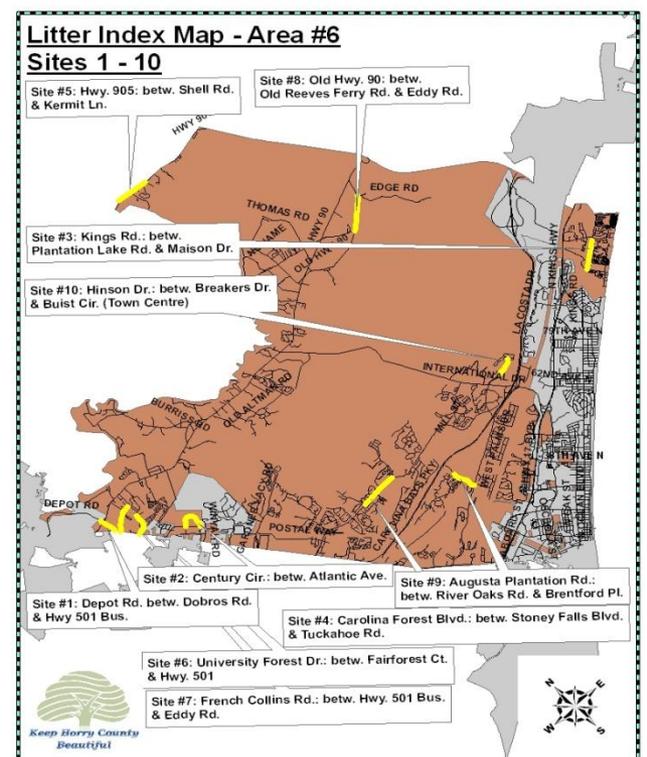
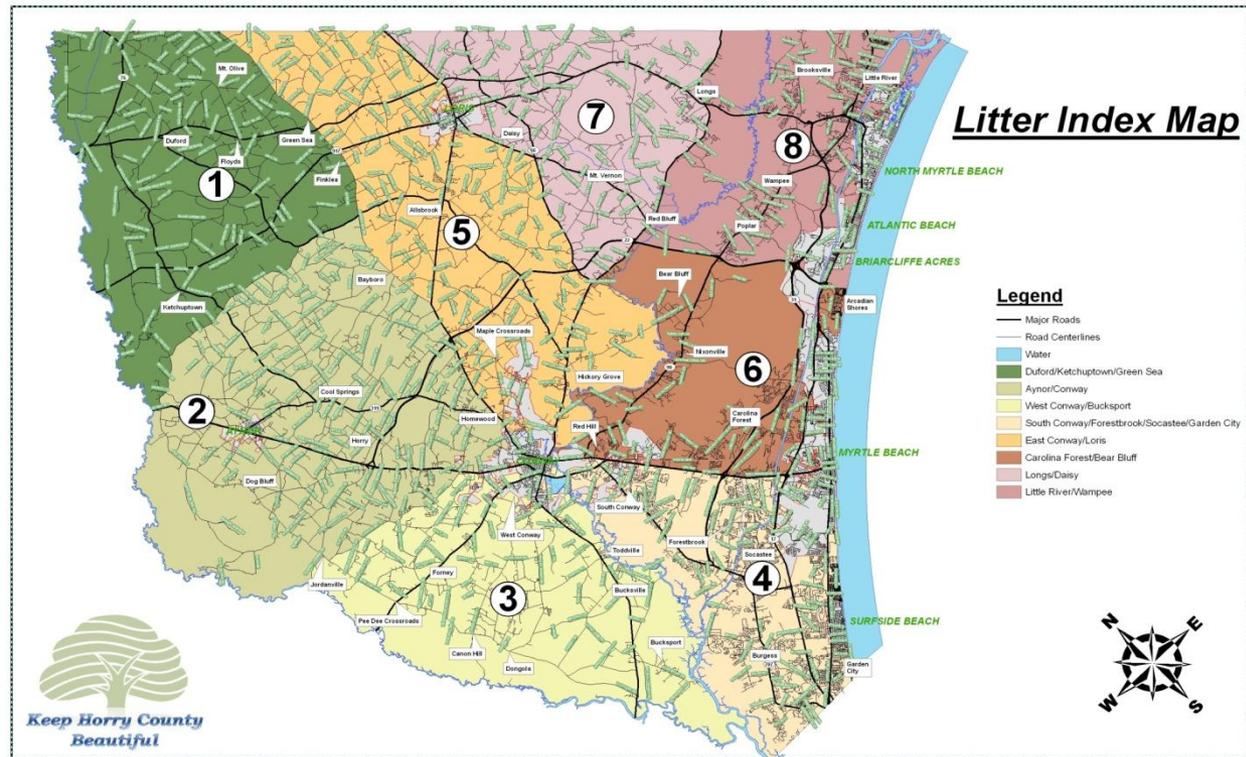
# Litter Index Scoring Results - Area 5 (East Conway/Loris)

Site	Scorer 1	Scorer 2	Scorer 3	Scorer 4	Scorer 5	Scorer 6	Averages	Notes
1	2	2	2	3	2	2	2	
2	1	1	1	1	1	1	1	off Rabon - very neat neighborhood
3	2	2	2	2	2	2	2	
4	2	2	1	3	2	2	2	illegally dumped couch (debris)
5	3	3	2	3	3	3	3	
6	2	2	1	2	1	1	2	
7	2	2	1	3	2	2	2	
8	2	2	1	2	2	1	2	
9	1	1	1	1	1	1	1	very neat & tidy
10	2	1	1	1	2	2	2	
<b>Average Area 5:</b>							<b>2</b>	



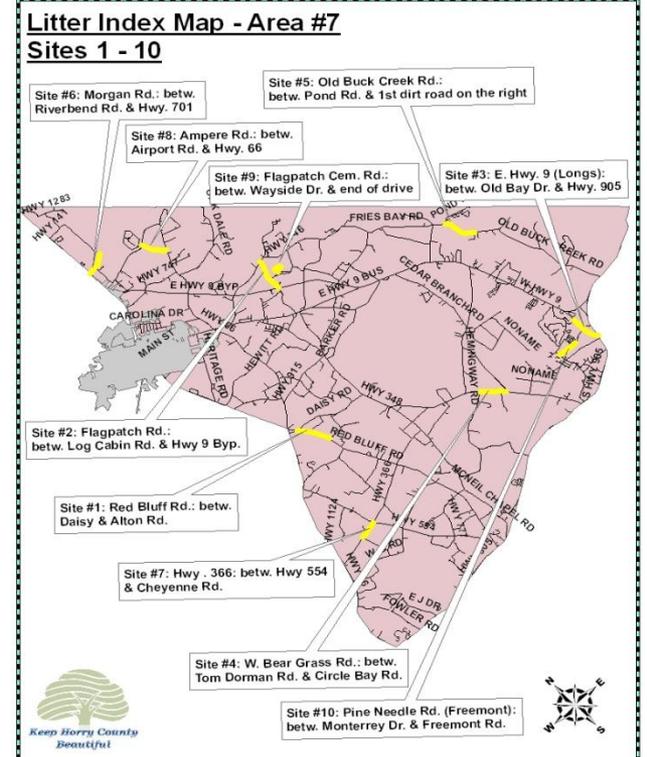
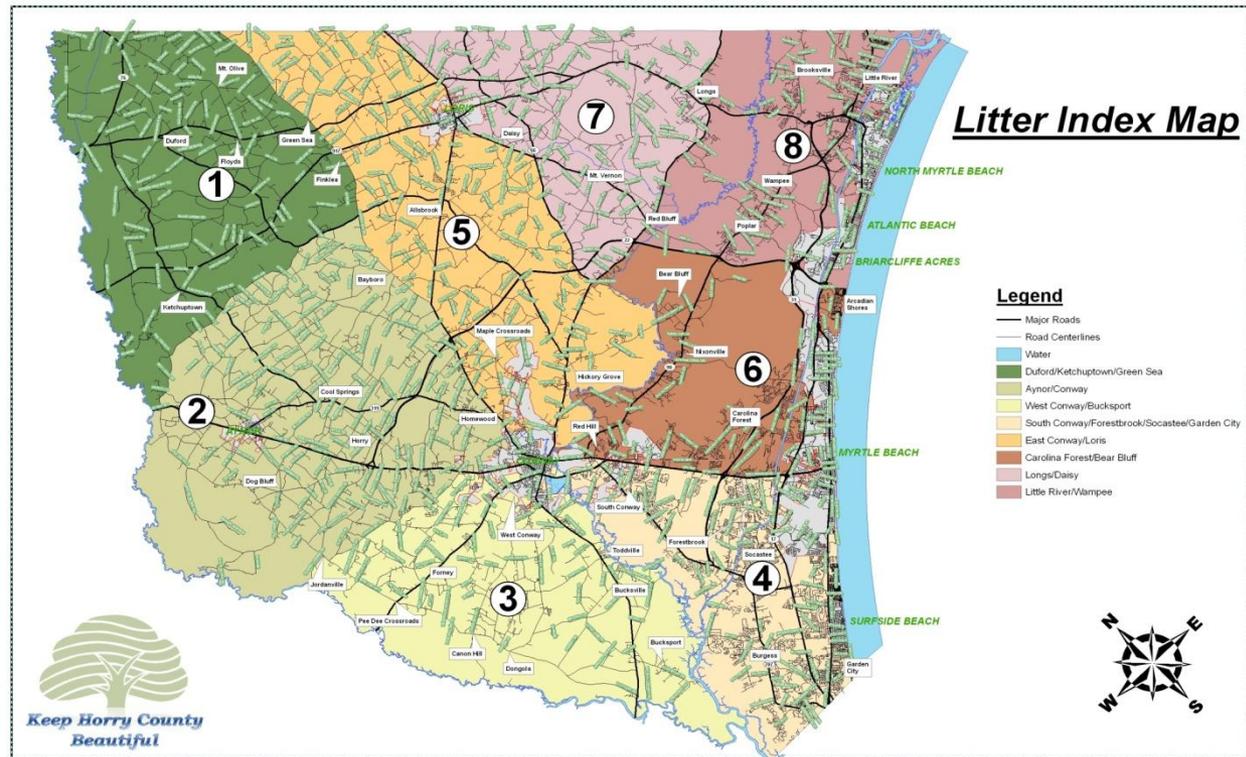
# Litter Index Scoring Results - Area 6 (Carolina Forest/Bear Bluff)

Site	Scorer 1	Scorer 2	Scorer 3	Scorer 4	Scorer 5	Scorer 6	Averages	Notes
1	3.5	1	3	3	1	3	2	
2	3	3	2	2	3	2	3	2 debris piles
3	1	1	1	1	1	1	1	
4	3	3	3	2	2	2	3	
5	3	2	3	3	3	3	3	
6	3	2	3	3	2	2	3	3 homesites were badly littered
7	3	3	3	3	3	2	3	
8	1	2	2	1	1	1	1	
9	1	1	2	1	1	1	1	
10	1	1	1	2	1	2	1	
<b>Average Area 6:</b>							<b>2</b>	



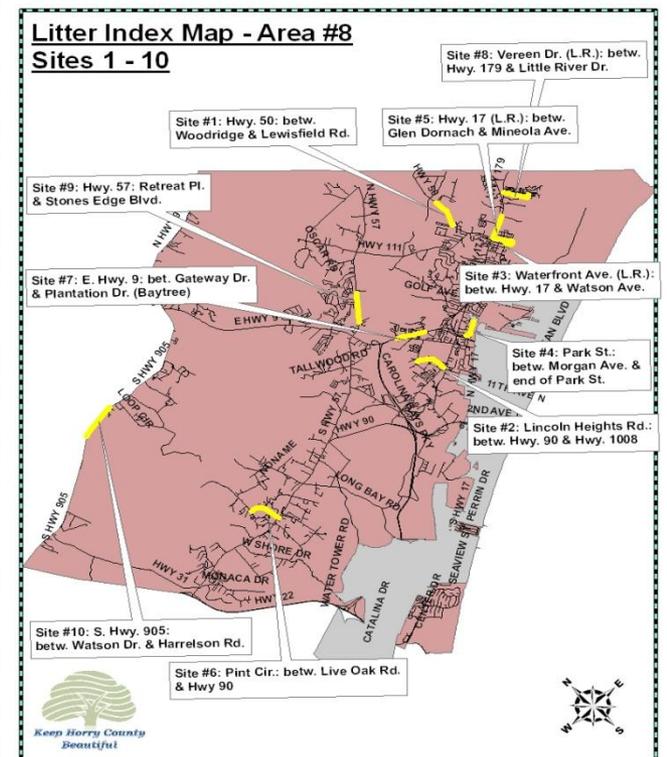
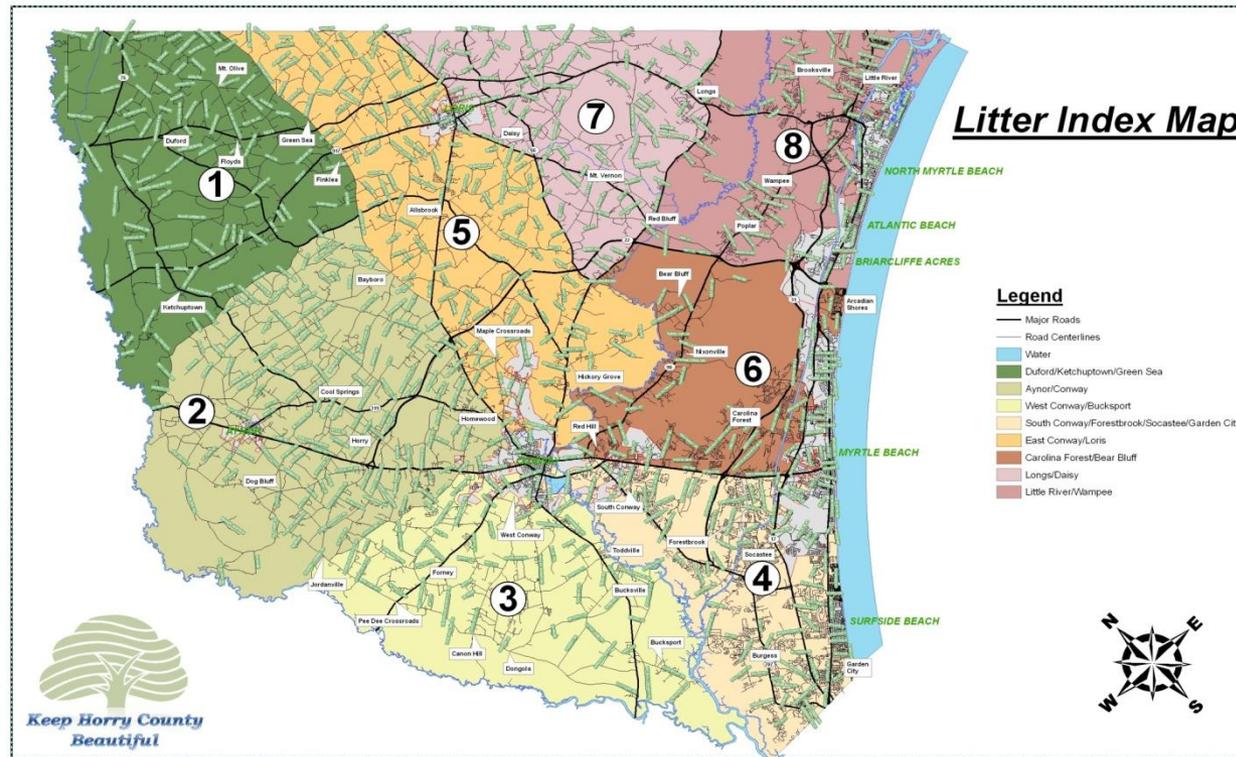
# Litter Index Scoring Results - Area 7 (Longs/Daisy)

Site	Scorer 1	Scorer 2	Scorer 3	Scorer 4	Scorer 5	Scorer 6	Averages	Notes
1	2	1	1	3	1	2	2	junk car in yard
2	4	4	4	3	3	4	4	Illegal dumps; debris
3	1	2	2	3	2	2	2	rubber pile
4	1	2	3	3	1	2	2	
5	1	2	1	2	1	1	1	
6	2	2	4	3	3	3	3	1st section of site littered worst
7	2	2	1	2	1	2	2	
8	1.5	1	2	3	1	1	2	
9	4	4	4	4	3	4	4	Illegal dumps; junk yard
10	2.5	3	3	4	2	3	3	1st 0.2 of mile in bad condition
<b>Average Area 7:</b>							<b>2</b>	



# Litter Index Scoring Results - Area 8 (Little River/Wampee)

Site	Scorer 1	Scorer 2	Scorer 3	Scorer 4	Scorer 5	Scorer 6	Averages	Notes
1	3	3	3	3	3	3	3	
2	2	2	2	3	1	2	2	
3	2	2	2	2	1	2	2	Illegal dump; piles of debris
4	2	1	2	3	1	2	2	2 junk yards not screened
5	3	2	3	3	2	3	3	
6	3	3	3	3	3	3	3	
7	2	1	2	2	1	2	2	
8	1	1	1	2	1	1	1	
9	3	3	3	3	3	3	3	Illegal dump
10								
<b>Average Area 8:</b>							<b>2</b>	



## Litter & Illegal Sign Indices Results Report - 2011

1. Keep America Beautiful affiliate name:		<b>Keep Horry County Beautiful</b>			
2. Keep America Beautiful affiliate city, county, and state:		<b>Horry County, South Carolina</b>			
3. Approximate Keep America Beautiful affiliate population:		<b>269,291 (Census 2010)</b>			
4. Approximate Keep America Beautiful affiliate size:		<b>1,255 square miles (of which 1,134 sq. mi. are land)</b>			
5. Dates of Index Scoring:		<b>March 22 and March 23, 2011</b>			
6. Total driving and scoring time ( in hours):		<b>12 hours</b>			
7. Indicate on what basis you selected the Areas:					
	a. Political jurisdictions:	No			
	b. Sanitation districts:	No			
	c. School districts:	No			
	d. Neighborhoods:	No			
	e. Other (please identify):	Yes			
Horry County was divided into eight (8) Areas via division of county area into similarly sized areas. Hereby, major roads constituted the boundaries of each area. Areas 1, 2, 3, 5, 7 are mostly rural, whereas Areas 4, 6, and 8 are more in the urban parts.					
8. Identify litter scorers' profiles:					
	a. Number of board members:	Number of KHCB Certification Committee members: 6			
	b. Number of other volunteers:				3
	c. Number of paid government employees:				2
	d. Number of KAB affiliate director and staff:	not yet instituted			
	e. Total number of litter scorers:	9 (6 for each day)			
9. Litter Index Results:		10. Illegal Sign Index Results:			
<b>Area</b>	<b>Average Area Score</b>	<b>Area</b>	<b>Average Area Score</b>		
<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>		
<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>		
<b>3</b>	<b>2</b>	<b>3</b>	<b>1</b>		
<b>4</b>	<b>2</b>	<b>4</b>	<b>1</b>		
<b>5</b>	<b>2</b>	<b>5</b>	<b>1</b>		
<b>6</b>	<b>2</b>	<b>6</b>	<b>2</b>		
<b>7</b>	<b>2</b>	<b>7</b>	<b>1</b>		
<b>8</b>	<b>2</b>	<b>8</b>	<b>2</b>		
11. Affiliate Litter Index Score (Average of all Areas):		<b>2</b>			
12. Affiliate Illegal Sign Index Score (Average of all Areas):		<b>1 (1.25)</b>			

Notes: Same group of scorers conducted both Litter & Illegal Sign Indices at the same dates and times.



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