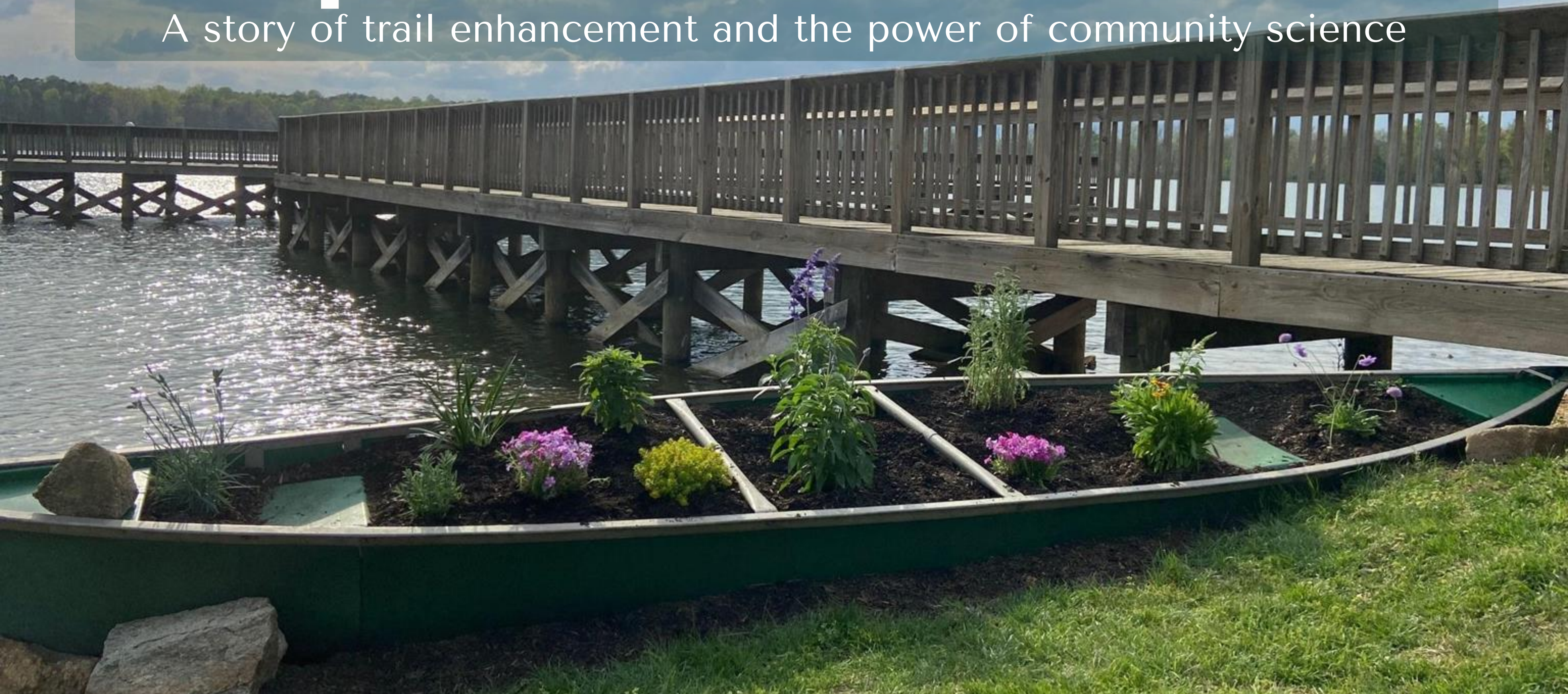


Keep Gastonia Beautiful

A story of trail enhancement and the power of community science





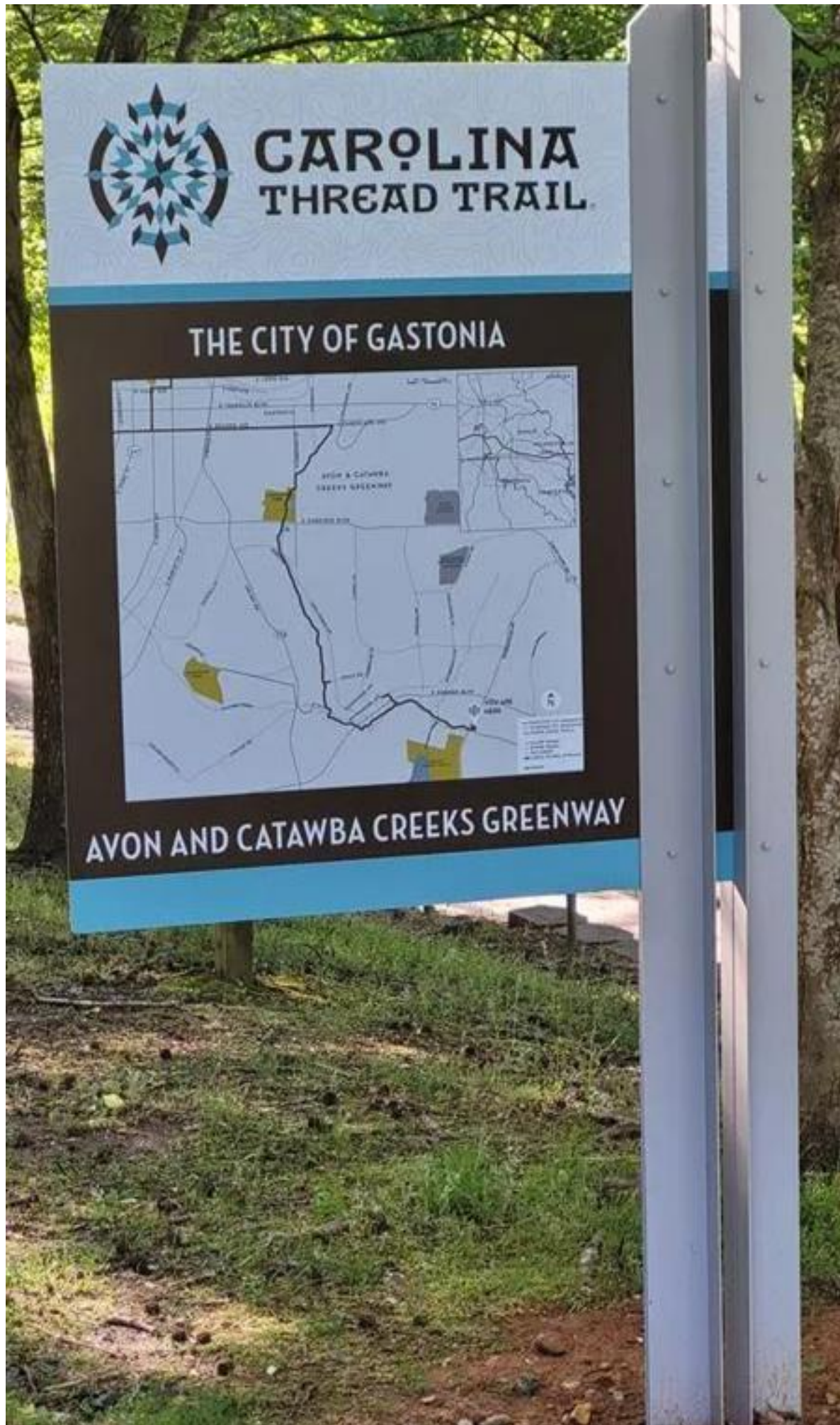
KEEP AMERICA
BEAUTIFUL

Who

Keep Gastonia Beautiful, Inc. is an affiliate of [Keep America Beautiful, Inc.](#), which is a national non-profit, public education organization dedicated to protecting natural beauty and improving waste handling practices in American communities.

Our mission at the local level is to make the community at large knowledgeable and responsible in natural resource conservation, solid waste handling, recycling, litter abatement and beautification.





Trails in Gastonia

The City of Gastonia currently has 4.6 miles of linear greenway trails and additional walking trails at Martha Rivers Park and Rankin Lake Park. The Greenways are the Avon and Catawba Creeks Greenway, which connects Lineberger Park to Ferguson Park, and the Highland Rail Trail, which starts near the Gastonia Police Department on Long Avenue and continues past Sims Park, with future plans to connect to Rankin Lake Park and eventually to Gaston College. Future walking trails at Linwood Park (coming soon)

The jewel of Gaston County...Crowders Mountain Hiking (20 miles at Sparrow Springs; 4 miles at Linwood; and 6 miles at Boulders)



Chronolog

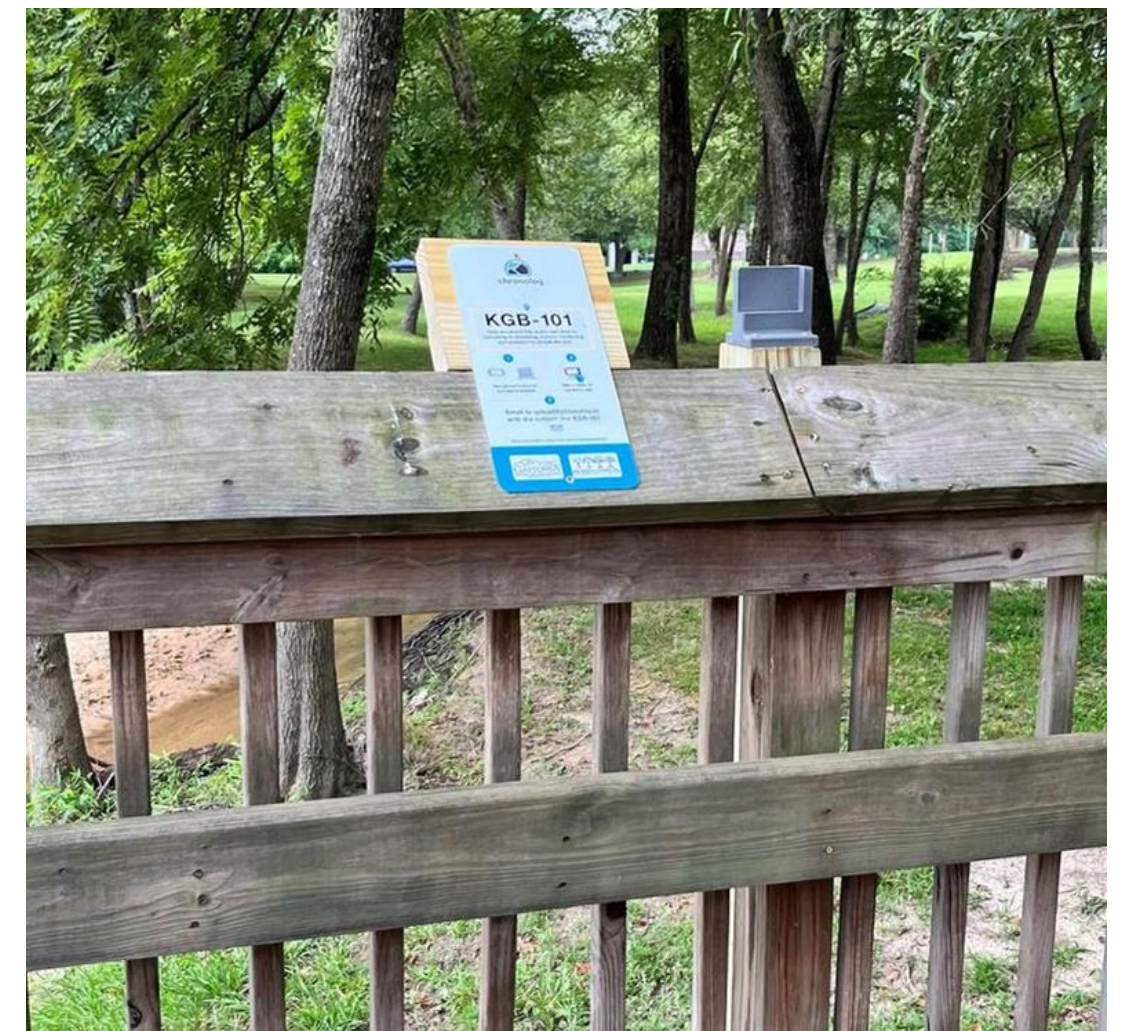


Chronolog is Time-lapse Photography initiative, that empowers citizens to take an active role in documenting changes.

🎥 How It Works:

1. Take a photo at one of the Chronolog devices.
2. Follow the instructions on the stand to email your photo to Chronolog, with the site specific code.
3. The online platform compiles and organizes these photos.
4. Watch as we capture environmental changes and track bank stability and erosion over time.

It's a fun and easy way to get involved in citizen science!



Chronolog

Get a chronolog.

It all starts with a story.

What's unique about your environment?

What natural feature do you want to highlight?

What does your community care about?

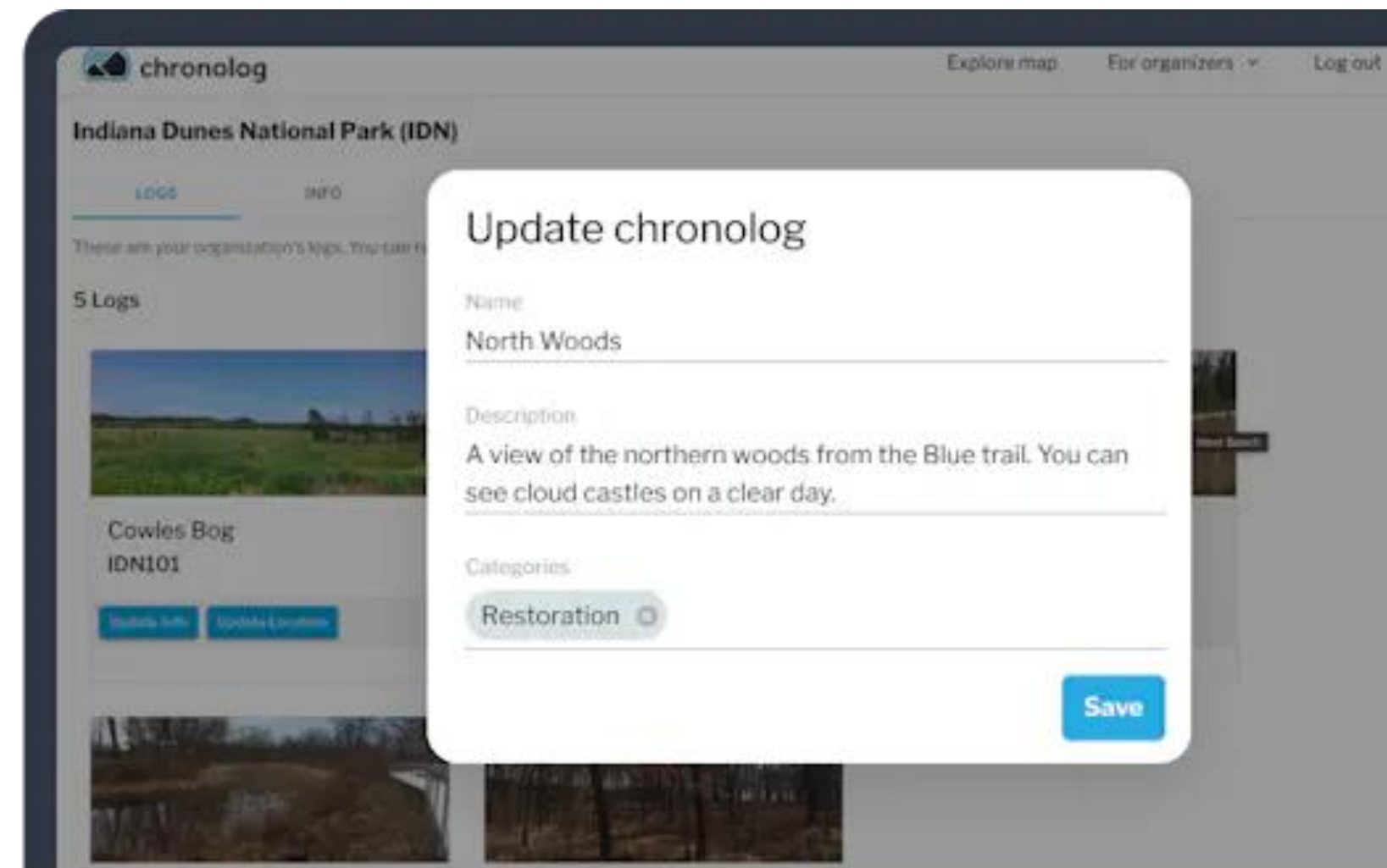
These answers can help you choose the location for your first chronolog!

Set up your chronolog.

Frame the scene. Use your own phone camera as a viewfinder to find the perfect spot to set up your new chronolog.

Finalize the details.

From the Organizer Dashboard, you can edit the coordinates of the photo station along with other details about your organization. Hide photos that don't align well, customize your public chronolog webpage, and add social media links.



Chronolog

Monitor. Observe. Educate.

Let the fun begin! You never have to check in on the chronolog again. No need to continually advertise either, since people just walk by it. Unlike most other community engagement platforms, chronologs are completely self-sustaining.

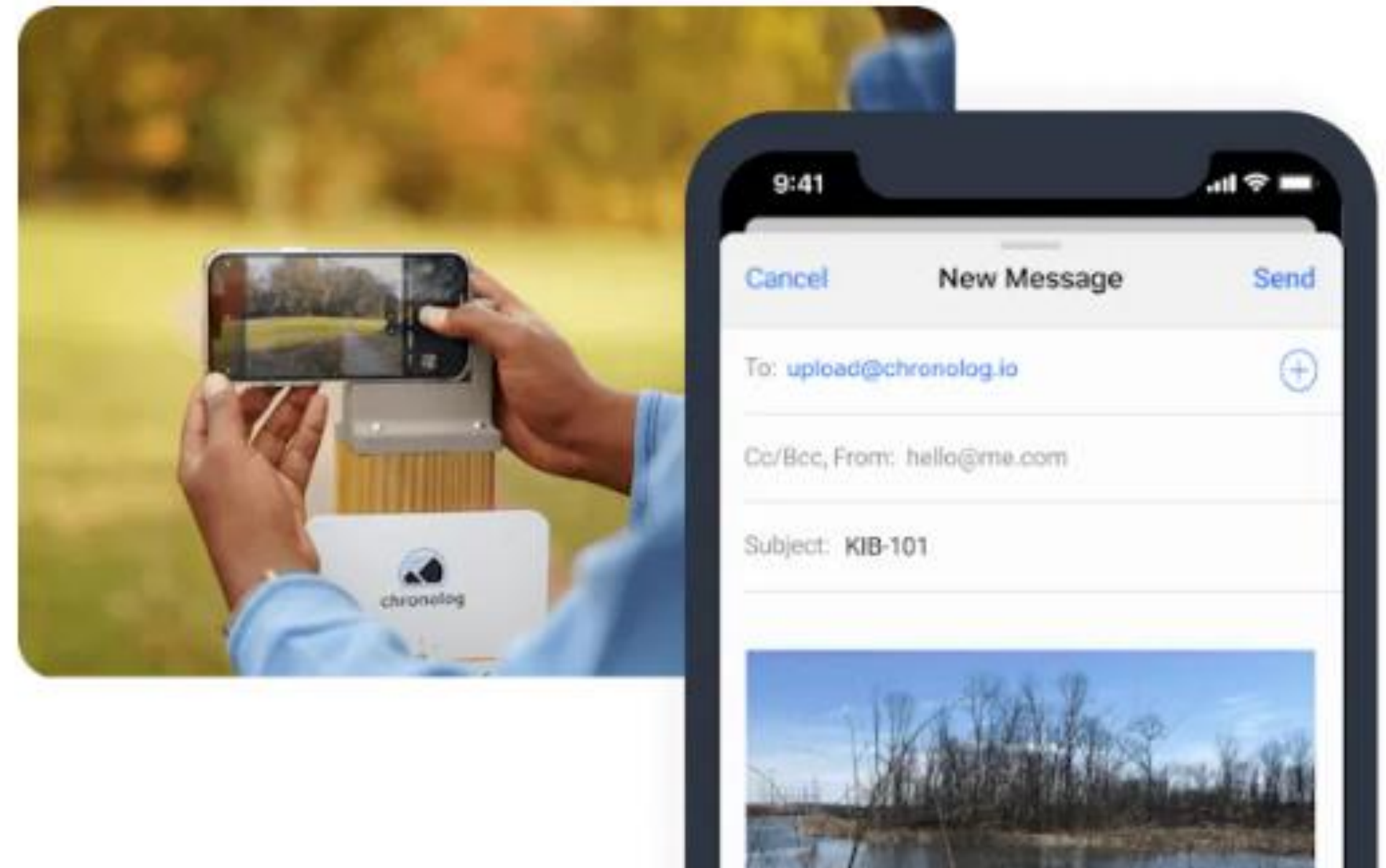
Utilize the photos.

As an Organizer, you're given full access to high resolution copies of all the photos submitted to your chronologs. Repurpose the collected photos for educational content, social media promotion, research, decision making, and project proposals.

\$180/stand for the year

What do you get?

The bracket, the sign, automated email system, public webpage + all the pictures are yours to keep



Chronolog in ACTION



Chronolog in ACTION



Chronolog in Action at Avon Creek



Downtown Connections

Connecting our downtown with art and history.



Downtown Connections

Celebrating the stories that shape us.





Art on the trail

From elaborate pieces to simple stencils and power washing...art can enhance a trail and send a message to everyone that passes by.

Art on the trail



From upcycled railroad tracks to vinyl replicas of artwork for stormwater advocacy the options are endless.

Engagement on the trail



TALKING TREES TRAIL

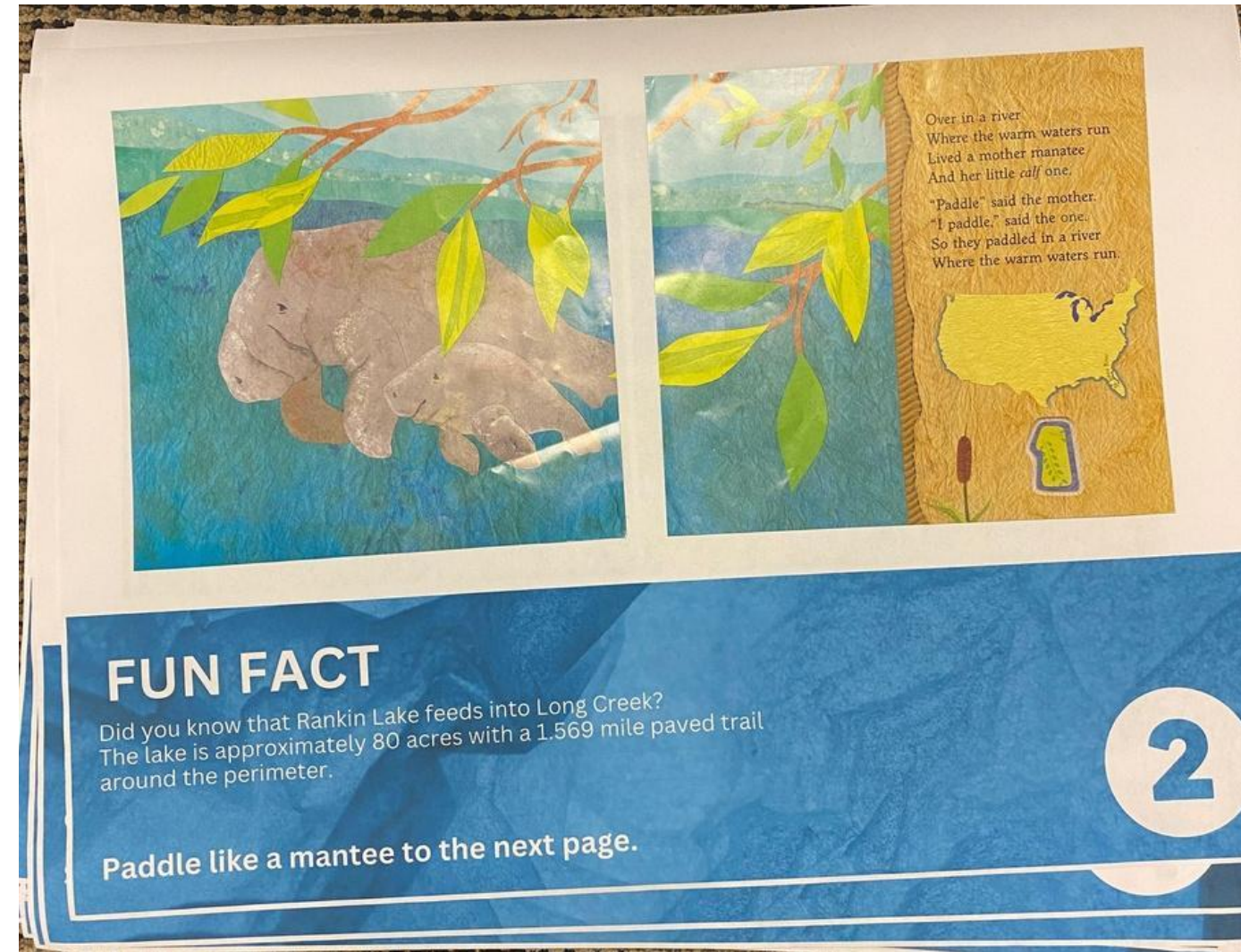
The Talking Trees Trail is an educational walking trail designed to teach students about the variety of trees in our local environment. The Trail is self-guided. Students interact directly with the trails "talking birdhouses," hearing information and fun facts about 10 tree species native to North Carolina.



Engagement on the trail

STORYWALK

Start your journey by the boathouse and end right by the pavilions. This is an all paved path along the waterfront. Children of all ages will be able to walk a short path at Rankin Lake and read a page of a book at each stop. Grant through DHHS for movability.



Engagement on the trail

MINI MEADOWS

Creating native spaces for all pollinators along a trail. The most important thing is to think of a meadow as a kind of garden that's loose and informal and that doesn't take a lot of time to maintain. It shouldn't be a burden.



Engagement on the trail

POLLINATOR BED

Creating a unique space along a trail is a great way to engage the community. This enhancement is at the Gastonia Farmers Market but features a small sensory garden that could be a trail head or junction to create a space of interest and a place to rest.



Engagement before the trail...



VOTE WITH YOUR BUTTS

Cigarette butts are by far the largest single type of litter by count. In an attempt to find a solution we purchased this tool to engage the community. When these little terrors end up on the trail they affect wildlife. Cigarette butts are small and light and are easily blown from place to place or washed into the stormwater system which carries 1 in every 10 dropped butts into the our lakes, rivers, and streams.

You can collect and recycle butts with TerraCycle and for every pound you collect you get a \$1



Educational opportunity could be right off the path

Items like the Litter Gitter/TrashTrap, that we have partnered with the Catawba Riverkeepers, or a water goat can bring more environmental education to a trail with proper signage.



Bags to Benches



This is an initiative from TREX to divert plastic film from landfills. Non-profits and schools are encourage to have collection stations and collect 1,000 pounds of plastic film and and will receive a free bench. We started collecting on 11/15/23 and within 2 months had met our goal and this year alone collected over 4,700 pounds at our drop off locations.

Great way to engage the community and gain a bench for everyone

PLIKING

Pliking is a movement that started in Ogden, Utah that is dedicated to litter cleanup and prevention through a variety of programs, including cleanup groups, trailhead booths, social media and presentations.

*Pliking not only helps the community, it helps the environment
and it helps you!*

*Benefits include increased physical fitness, new friends and a
sense of meaning from helping the environment.*



Definition: Picking up litter + hiking

PLIKING + BOY SCOUTS OF AMERICA PIEDMONT COUNCIL



One brand, one logo.


Installing stands with a shared branding logo helps with recognition and will hopefully increase trail pride across the state.

PLIKING





PLIKING +

girl scouts 
carolinas peaks
to piedmont

Work together for a stronger community

girl scouts



Join the movement

Presenters



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Thank You for helping to
Keep Gastonia...and beyond
Beautiful

