Together We Do Beautiful Things!

FY 17 focused on litter removal and achieved a 28% increase in pounds collected from the previous year! Volunteer time for FY17 was valued at $578,263 and with a 16% increase in number of volunteers over FY16, we understand the need and appreciate the efforts given by our committed volunteers. The KNB team reached over 1,400 students by presenting at 19 schools, hosted 30 events at the Ernie Morgan Center and attended 21 community outreach events in FY 17.

Looking forward to FY 18, KNB will continue to encourage residents to participate in the Adopt-A-Spot program, youth outreach programs as well as community clean-ups, recycling events and planting days, while inspiring Norfolk’s residents to be resilient and show pride by keeping Norfolk beautiful.

Keep Norfolk Beautiful introduces a new logo. Symbolizing our deep community roots and our growing branches, we are proud of the brand identity this meaningful logo brings to the City of Norfolk.

Our slogan of “I Keep Norfolk Beautiful” remains embedded in the work we do every day to make Norfolk a place where people want to live, work, and play!
During FY17, Keep Norfolk Beautiful (KNB) lead Norfolk’s citizens toward environmental stewardship through education outreach, interactive programs and community service. Through collaboration with City departments, local non-profits and countless other organizations, KNB is proud of the positive impact its volunteer-run programs have on our community. This bureau’s robust programming aims to reduce and prevent litter, encourage recycling and waste reduction and beautify our City by planting native trees, shrubs, flowers and bushes.