Keep PMB Clean Association presentation

Keep PMB Clean Association's mandate was to call the community to rise and keep PMB clean, neat and green. They are a group of volunteers who love PMB, tasked with reviving the association which was in a state of dormancy. KPCA was become an Non Profit Company – KPCA Group. Lara Edmonds would be taking on the role of Executive Director and Campaign Manager. Other Directors include Faye Brownell, Sanele Vilakazi, Billy Buthelezi, Jan Hankey and Sithembiso Sangweni.

The association logo and city symbol is the African Elephant, PMB is known as Umgungundlovu in isiZulu, which means 'the place of the elephant'. It provides a sense of unification, an identity and a sense of community pride. The real elephant graphic caught the community's attention and imagination. The timing was perfect as PMB celebrates its' 185th birthday. The association's slogan: On the beat in PMB streets. KPCA is forced to be a 'watch dog' or rather, a nosey elephant with a loud trumpet!
Mandate to the community
Identify, acknowledge and look to endorse existing community projects and leaders within the community. Call and identify and support new community leaders. The adopt a spot has become 'spot problems', call for help and 'spot excellence' as the municipality has no real inclination to revive KPCA's Adopt A Spot Campaign.

Mandate to community.
Support leaders and projects through mainstream media and social media. KPCA has been blessed with great local media coverage. Inspiration, awareness and momentum are key to a successful campaign. Community Action**,** my heart, my home, my street, my province, my country.

How YOU can help:

Please FOLLOW, LIKE and SHARE our posts to grow our MOVEMENT.
PERSONAL POWER: If each household would maintain, clean and beautify their personal garden and verge, we would have a beautiful, clean city.
COMMUNITY POWER: Collaborate to conquer difficult overgrown areas and other problems e.g. CCA & Athlone Action.
Recycle, individual and community clean-ups, identify gifting's within individuals in our community and give them an opportunity to shine, foster community pride and heart, looking at how WE can work together to save our city and help other communities.
WHAT MOTIVATES AND INSPIRES A COMMUNITY TO DO THIS?
Community Pride, Property Value, Security, Concern for the Environment.
Site visits and liaison with stakeholders.
Inspection and consultation with concerned residents/businesses.
Photographic record and notes.
Recommendations and assistance.
Liaise with other stakeholders.
Correspondence with Ward Councillors and officials, to hold them accountable.
This serves as a record of evidence and a baseline for the community to measure progress.
The community must 'own it' to sustain it, KPCA is merely a catalyst, partner offering support.
Recognition and Awards.
KPCA looks forward to 'recycling' the numerous cups, and trophies in KPCA's cabinet and awarding them to deserving PMB citizens and organizations at a celebratory event in the future.
Mandate to Business
Join us as we pilot our first project in a business precinct – Victoria Road.
KPCA wants to build a 'streetwise' model of success which we can then implement on other streets.
Our mandate is to call business to #rise #savepmb #reclaimpmb #LovePMB.

KPCA initiates and facilitates – the business owners have to own it to sustain it! #victoryonvictoria
KPCA Victoria Road Photographic Tour – May 2023
Multiple photographs were taken showing many serious issues.
The Facebook post resulted in an outcry on social media

Plan of Action
Street-wise survey & Log of issues
We started a WhatsApp Group and invited all who responded to our photographic tour to join.
Inviting these participants and businesses on Victoria Road to a meeting and suggested a strategy.
With stakeholder input, we came up with a survey.
We hit the beat, did the survey, logged issues and took more photographs.
Besides the filth, the street looked like bombs had hit it due to missing man-hole covers and open excavations.
Summary of results – a street in crisis.
A summary was prepared of the survey results for the street, providing a record of evidence for municipal submission.
The disillusioned business owners on Victoria Road gave the Municipality a rating of 22% for service delivery. Discussions were held about how we could deal some of the issues.
The street understood they had to own the project to sustain it.
The first to rise was Foodpak who adopted the entrance to Victoria Road and bins using street guys.
Artist Siyabonga's gifted a painting to KPCA called The SHIFT – a window into OUR vibrant truth.

THE LAUNCH
The Victory on Victoria Team hosted and sponsored KPCA's Mandela Day Event.

Team-Up-To-Clean-Up came on board to help host the waste and recycling station.
We challenged schools; business & community to team up to clean up and give 67 minutes of their time to PMB.
The Victory team **joined** the clean-up or volunteered to tackle other projects:
Hall's Retail hosted our station and donated coffees to all volunteers.
Bo's Plant Hire and Isibane Industries cleaned up a dump site.
Bolt & Nut Centre and Bo's cleaned, painted & planted tree islands & bollards.
Foodpak tackled the banks on Victoria Road Bridge.
Express signs painted bins, cleaned off illegal posters and inspired their street to do a massive clean-up. KPCA filmed it to inspire the city.
Victory on Victoria Rd Campaign gained traction, the Mandela Day video posts went viral, projects that were identified included a garden at the ex-substation where the illegal dumping had been cleared, a smart bin option, bridge murals, holding the municipality accountable to repair broken paving, excavations and replace potholes.

KPCA submitted the Victoria Road findings to COGTA and the Municipality and requested urgent attention, highlighting the danger to customers and liability to the city. Meetings were held together with submitted permissions in triplicate and have been promised an MOU by COGTA. We are still waiting.

Pam Read of the CCA will lead the substation garden project as soon as the rains come, with sponsorship from the Victory Team, but ay support would be highly valued.

The birth of the Victory on Victoria Rd bins – an example of the power of collaboration and upcycling.

Hall's Retail proposed the Victoria Rd bins and sponsored the paint, Save Hyper purchased the

concrete pipes, Victoria Road Postnet sponsored the discounted transport by Isibane Industries, Bo's Plant Hire off-loaded and cut the bins, the Homeless Shelter volunteered to paint the bins.
The Victory Team will pilot this project with the Homeless Shelter teams cleaning streets and bins for vouchers. Rose needs help dressing these 'hefty bin babies' in colourful patterns

KPCA's campaign/s has been given a BOOST by OUR celebration of PMB's 185th anniversary with the 'CREATIVES'.
Siyabonga Musi's mural, on Chatterton Bridge (sponsored by Save Hyper), is a wonderful anniversary gift to the city. The murals on each panel will reflect 'windows' into our City's urban and natural landscape. We believe this will become an iconic PMB bridge, and inspire a city to #rise #savepmb #reclaimpmb #lovePMB. We would love to do a mural on the Robert's Rd & Victoria Rd Bridges.

Embracing OUR Heritage

Craftivist, Dr Liz is helping knit our community together with love by calling for 185 elephants to celebrate our anniversary. We have 85 ellies & need a 100 more, which are destined for children in clinics.

ART - INSPIRATION & EDUCATION

KPCA has used Gary Clark's stunning POP-ART PIECE to call the city and it's children to #rise #savepmb #reclaimpmb

MANDATE TO EDUCATION

Campaigns
Workshops
Recycling
Clean-ups
Community service certificates
Recognition & Awards

WORLD CLEAN-UP & RECYCLE WEEK
SA PLASTICS sponsor our yellow bags. It is an important event on their calendar.
KPCA called schools, communities & business to join the clean-up.
KPCA hosted two clean-up & recycle stations in Hayfields and Athlone for World Clean-Up week.
Yellow bags are available for your own community clean-up.

AREAS OF CONCERN NEAR YOU…ON THE LINE WITH VOORTREKKER, CLARENDON AND VICTORIA ROAD –clearing of Transnet railway line & Dorp Spruit.

Community challenge & Collaboration

Glen Mc Arthur and Lara Edmonds got Transnet to clear the railway line from Roberts Road Bridge to Victoria Road Bridge. They repaired the fence at Voortrekker and have put out a tender out to clear the railway line from Robert's Rd Bridge to Mayor's Walk Bridge. This area is a very high security and fire risk.
Project CommUNITy's blitz crew, a social development initiative under We Feed SA, is available to clear the Dorp Spruit and other overgrown areas not related to the railway line. Their labour cost is covered but the cost of fuel and herbicides requires sponsorship. KPCA has put together a campaign with recommendations from Glen. KPCA challenges Clarendon, Voortrekker High and Victoria Road to 'fuel this tank'.

LET'S BE THE CHANGE WE SEEK

What talents or giftings do YOU have to offer?
How can WE work together to affect powerful change?