In 2001, LUESA (Mecklenburg County Land Use and Environmental Services Agency) was directed by the Board of County Commissioners to develop a comprehensive plan to address the growing litter problem along the roadsides of the county.

The Litter Prevention Plan described, assessed and identified action steps needed to abate the litter problem. It is comprised of components addressing clean up, prevention, promotion and awareness, enforcement and legislation as effective methods in the prevention and reduction of litter.

An important intended action of the plan was to pursue certification as an affiliate member of Keep America Beautiful, Inc. (KAB). During the research phase of the plan development, it became clear that being a part of the KAB System would be the avenue needed for a successful change in littering behaviors.

The KAB System is: behavior based; systematic in its approach; results-oriented; community owned and operated; built upon on-going program structures; focuses on public and private partnerships; and has a proven accountability history.

On November 5, 2003, with Board of County Commissioner's approval and letter of support, LUESA submitted an Application for Certification to KAB, Inc. Following a series of Pre-Certification Workshops, the required elements needed to become a member were satisfied and a public Certification Ceremony was held on June 21, 2004.