



Make Your Community a Clean California Community!

Do you take pride in your community – and want to make it even better? Would you like your community to be recognized as a beautiful and clean place to live? Then help the place you love become a Clean California Community! Caltrans has launched a new statewide designation to reward communities for their hard work in staying clean and beautiful.

Why become a Clean California Community?

Beyond the immediate benefits of beautification, your community – once designated – will also receive,

- ✿ Personalized “You Are Entering a Clean California Community” signage with the Clean California Community logo.
- ✿ Recognition on state websites and social media posts, and state-partnered media outreach.
- ✿ Access to national grant opportunities, educational materials, and volunteer cleanup kits (while supplies last) from Clean CA partner, Keep America Beautiful.

What constitutes a “community”?

This can be incorporated geographic areas, such as cities, towns, counties, municipal districts, and military bases. It can also include neighborhood groups, school districts, houses of worship areas, community group service areas, business improvement districts, watershed groups, and other unincorporated entities. An organized entity with a leadership structure is a likely start. If you're not sure about your community, reach out and ask!

What is required to become a Clean California Community?

The designation process itself is **FREE**. Your community must commit to meet 10 or more of the following criteria and be able to provide records that they were completed – many of which you may already be doing:

- ✿ Your community's leader must **sign the pledge**. For a town, this could be a mayor. For an organization, it might be the president or executive director, for a religious organization, it might be the minister, priest, imam, or rabbi.
- ✿ Establish an informal Clean CA committee or some other **advisory body**. This could be an existing committee that you leverage for Clean CA.
- ✿ Get **community input** through a public meeting, a survey, a special event, or some other means of gathering feedback from the public on your community's approach.
- ✿ Conduct an initial **litter assessment** to establish your baseline.
- ✿ Hold regular **community cleanups**. We recommend at least 4 each year – big or small.
- ✿ Establish **metrics** and **measure** regularly to track your clean community's progress.





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- ✿ **Educate the community** by providing signage, community programs, or school lessons* to clean up and prevent litter.
- ✿ Provide **K-12 educational programs*** to help inform anti-littering behaviors among the youngest generations.
- ✿ Offer some form of **enforcement or deterrence** to prevent future littering.
- ✿ Create a **long-term plan** to ensure your community becomes and/or stays clean.
- ✿ **Place anti-litter infrastructure** in key locations, such as trash and recycling bins that are emptied regularly or utilize regular street sweeping to clean as you go.
- ✿ **Green and beautify your community** by planting trees, gardens, or flower beds, or create public art to make your community more vibrant.
- ✿ Schedule/host **collection drives** for hard-to-recycle items, such as “dump days” or “amnesty days.”
- ✿ Engage at least 5 local **business partners** to support your campaign.
- ✿ Provide **cigarette receptacles** to help contain the most widely littered item on the planet.

How do I apply for this designation?

The first step is simple – the community must designate an authorized representative to sign a pledge stating that the community will pursue the designation. Then within the next year, the community must document that it meets at least 10 of the above criteria. Once you achieve this milestone, you can be designated as a Clean California Community!

Visit [CleanCA.com](https://www.CleanCA.com) to learn more about how your community can become a Clean California Community. You can download the pledge and access *educational and designation resources [here](#).

