



# Community Designation Resource Guide

## Advisory Body, Long-Term Planning & Measuring Progress

This guide provides information about three of 15 Clean California Community Designation criteria – 10 of which are needed to earn the designation. Successfully incorporating new goals into your organization's work requires integrating them into your long-term planning, monitoring and evaluation processes, as well as into your leaders' strategic planning processes.

### ADVISORY BODY

Advisory boards typically are meant to assemble a group of experts to work together to reach an organization's goals.

For your organization to be able to use an advisory board as one of their qualifying criteria for the designation program, you must:

- **Establish a Clean CA committee or other advisory body committed to locally supporting the Clean CA Zero Litter goal.**
- OR **have an existing committee** or other advisory body that has the capacity to work on Clean CA or address litter.

### LONG-TERM PLANNING

Long-term planning can look different depending on the organization's structure. For the Clean CA Designation, incorporate your planning for the Clean CA Designation into your general long-term planning process.

If you are a city or government agency, assess whether there is existing climate action or other planning frameworks that incorporate litter, clean ups or greening elements for you to leverage.

- **Logic models** can help you plan your program activities around your desired program outcomes, both short-term and long-term, to achieve your ultimate goal.
- Using **SMART Goals** (or Specific, Measurable, Achievable, Relevant, Time-bound goals) can help you successfully achieve your goals.





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### MEASURE PROGRESS

You can track most components of a program's process, but the most important components will be specific to your desired outcomes and the resources used to achieve them.

To meet the criterion for measurement for the Clean CA Designation, you must establish metrics and measure regularly to track your clean community's progress.

- You can use tools like **goal attainment reports, surveys,** and **community-level indicators of impact,** such as **litter assessments.**
- At a minimum, you should keep **track of the number of volunteers engaged** and **pounds of litter removed,** though the more data you can track the better.

#### Check out these projects & resources!

- [How to start an advisory board](#)
- [Extensive guide](#) to measurement/evaluation processes
- [Long-term planning strategy plan](#)
- [Keep Riverside Clean and Beautiful Annual Report](#)

Additional resources are available at <https://keepcabeautiful.org/>.

