



# Community Designation Resource Guide

## Community Input & Partnership

This guide provides information about two of 15 Clean California Community Designation criteria – 10 of which are needed to earn the designation. When organizing a sustainable community litter prevention program, it is imperative to involve the community at each stage of the process. Additionally, it is essential to build and maintain partnerships with local businesses, environmental organizations, schools, and government agencies that share a commitment to environmental stewardship. It is recommended to connect with at least 3-5 partners to establish a thorough and sustainable litter prevention program.

### COMMUNITY INPUT STRATEGIES

Community input involves gathering and using community opinions and thoughts to inform the project.

Three effective strategies to gain community input are:

1. **Conduct Community Surveys/Questionnaires** to gain information on community perspectives, knowledge and attitudes.
2. **Hold Public Meetings and Workshops** to openly share information and details on the project, as well as hear directly from the community.
3. **Use Social Media and Online Platforms** to facilitate online polls and share project information.

### BUILDING COMMUNITY PARTNERSHIPS

Building community partnerships involves strong outreach and follow-up with establishments with a shared commitment to litter prevention.

To help you get started, consider the following:

1. Create a **clear vision** and partner proposal.
2. Identify **potential partners** and reach out to present partner proposal.
3. **Establish agreements** with each partner, maintain **regular communication**, and adhere to **mutually agreed-upon measurement approaches**.
4. **Create an awareness campaign** to gain visibility and attract other partners.
5. **Utilize existing networks** and consider applying for other grants.

#### Check out these resources!

- [ArcGIS StoryMaps: Plan a Litter Survey](#)
- [Regional Litter Prevention Campaign Community Implementation Plan](#)
- [Outreach & Education - Ocean Conservancy](#)

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

