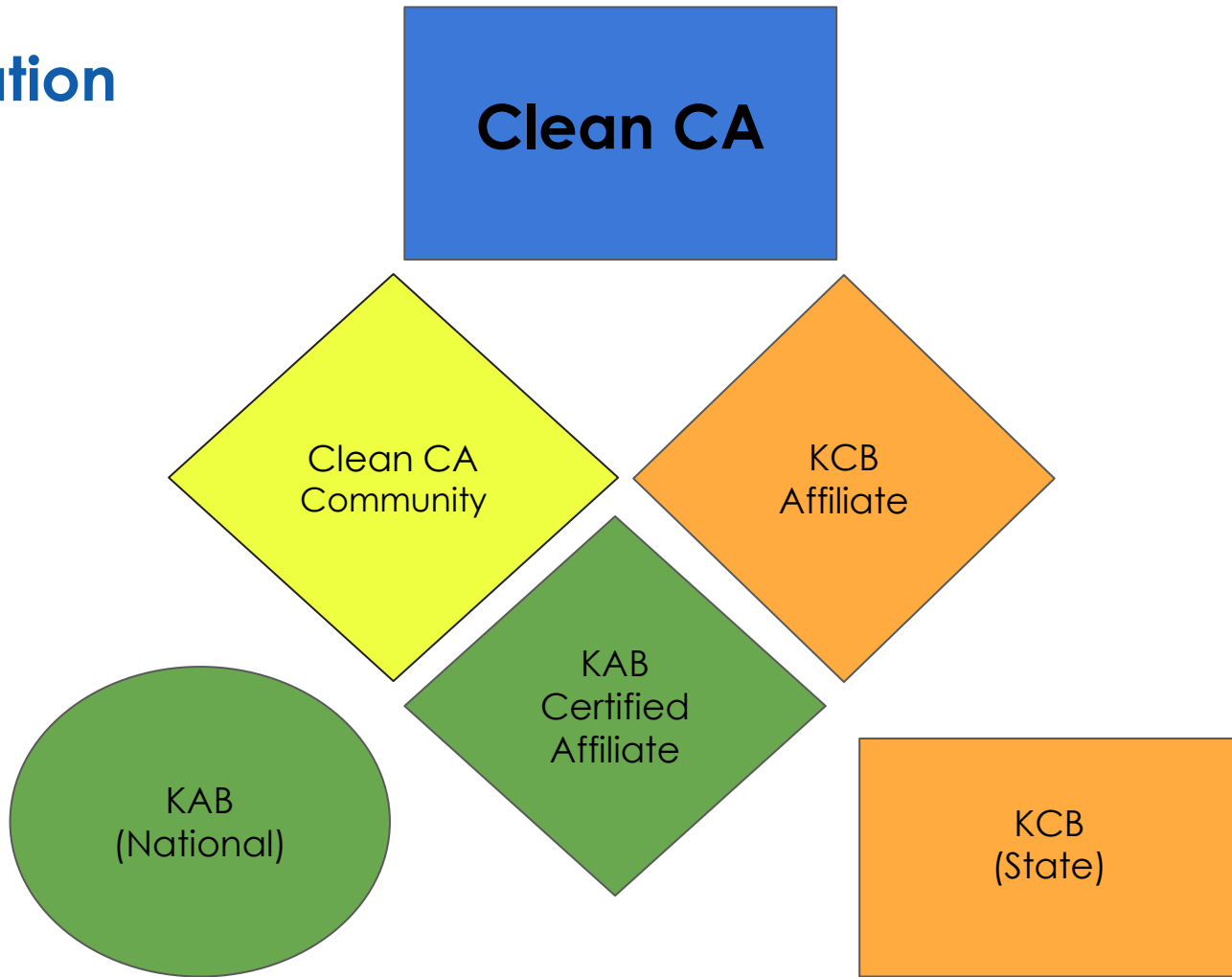




Clean California Community Designation Program Overview



Designation



Designation Criteria



- Pledge
- Advisory Body
- Long-Range Planning
- Community Input
- Partnerships
- Litter Assessment
- Cleanup
- Collection Drives
- Cigarette Litter
- Community Education
- Youth Education
- Infrastructure
- Enforcement
- Greening and Beautification
- Measure Progress

Complete 10 of 15 for Designation



Advisory Body

- Establish a committee or body
- OR**
- Existing committee or group
 - Must have the capacity for Clean CA
 - Body may be staff-oriented but community-based recommended



Do you have an advisory board already?
How does it work?





Long-Term Planning

- A plan or strategy to ensure the sustainability of your efforts so that the community stays clean
- Incorporate your Clean CA planning and goal to meet criteria into city or county planning, annual goals, or long-range plan
- Explore combining your zero litter goals with related plans, such as climate, beautification, and fund development
- If creating a new plan, use tools like SMART goals and Logic Model

Where will your Clean CA Designation planning fit into your existing plan? OR Will you need to create a new plan?



Community Input



It is important to involve community input and opinions when informing the project.

- Conduct Community Surveys
- Hold Public Meetings and Workshops
- Online questionnaire

What are other ways to gather community input?



Partnerships



At least 3-5 local stakeholders and/or businesses to help support

- Create a partner proposal
- Identify potential partners
- Connect with priority partners
- Establish agreements with each partner
- Utilize existing networks

TOGETHER
EVERYONE
ACHIEVES
MORE

Why is it important to build community partnerships?





Litter Assessments



- Conduct an initial litter assessment to establish your baseline and identify hotspots in your community
- Components of an Assessment:
 - Select Team Leader and 2-3 members
 - Familiarize the team with the boundaries of the assessment area
 - Identify survey sites based on land use or other definable features
 - Conduct assessment
 - Compile and report results

Do you have access to existing data or do you need a tool?





Cleanups



- Conduct Cleanup - 4 per year recommended
- 5 Tips to Get Started:
 1. Choose a location & time
 2. Assemble a Team & Action Plan
 3. Coordinate logistics for the event
 4. Promote the event
 5. Evaluate the impact and report results

What would make organizing easier?
Big or small cleanups?



Collection Drives



Collection drives or events allow the proper disposal of hard-to-recycle items that may be illegally dumped or stored, including hazardous waste, tires, mattresses, e-waste, and/or household appliances.

How would you determine which waste types are most commonly improperly disposed of in your community?



Cigarette Litter



Cigarette butts and related tobacco products are the number one littered item in the world

- Install receptacles
- Provide pocket ashtrays
- Review KAB Cigarette Litter Prevention Program

Would your community benefit from implementing a program focused on cigarette litter?





Community Education



Education to raise awareness and provide information on the impact of litter and how to prevent it.

- Build partnerships with local businesses, nonprofits, schools, etc. to spread the word.
- Create an awareness campaign or use Clean CA Zero Litter is the Goal campaign materials

What creative strategies does your community use?

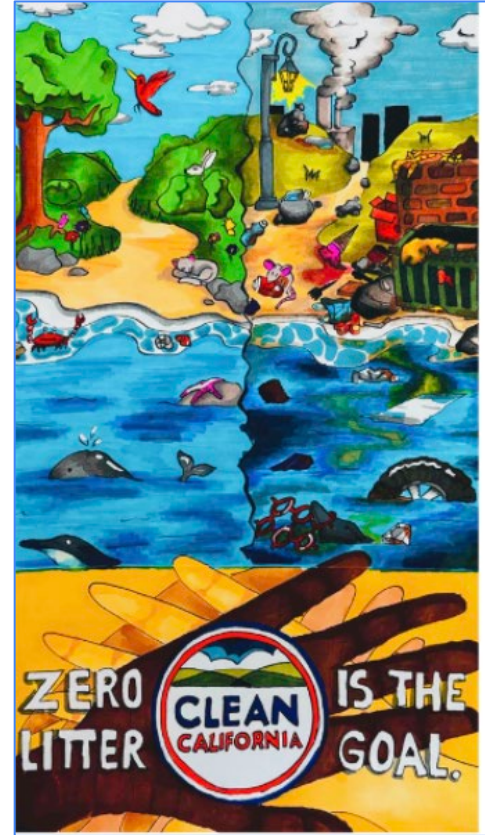


Youth Education

Provide K-12 education about litter and littering behaviors

- Leverage Clean CA K-12 Multi-Media Contest and Educator Incentive
- Clean CA and KCB website resources
- Youth advisory council
- Engage in positive youth engagement

How can you engage youth in your community?





Infrastructure

- Trash Cans, Recycling Bins, Compost Containers, Drain Inlet Devices
- Strategically Placed Litter Containers
 - Optimal Distance: Approximately 29 feet
 - Urban Areas every 30 to 100 feet
 - Parks/Recreational Areas: near access or trails
- Influence of Container Appearance
 - Visibility
 - Design
 - Signage
 - Maintain



Enforcement



- Establish Policies
 - Clearly written and easy to understand
 - Guidelines for handling waste
- Technologies
 - Camera-based enforcement strategies
 - GIS mapping to document trends
- Programs
 - Informational meetings/training
 - Support enforcement officer



Do you policies? How that supported or enforced as needed?





Greening & Beautification

- Greening: tree plantings, community gardens, sustainable/native landscaping
- Beautification: repainting buildings, murals, free little libraries, park benches, picnic tables, community walking/biking paths

What littered areas would benefit most from an intervention?





Measure Progress



- Establish metrics
- Measure regularly to track progress
- Collect relevant data:
 - Volunteers
 - Cleanups
 - Pounds of litter or materials collected

How do you typically measure progress?
Do you track any metrics involving litter?



Steps to Completion



- Process, typically, 3-6 months from pledge to complete
- Resources available Clean CA <https://cleanca.com/designation>
 - Fact Sheets
 - Logos and Press Materials
- Resources available Keep CA Beautiful <https://keepcabeautiful.org>
 - Sample Documents
 - Research Information
- Monthly Meetings/Off-Hours with KCB Team
- On-Line Completion Report (available October 2024)
- Selection of Sign or Recognition Upon Completion (October 2024)



THANK YOU!



Let us know
how we can help!

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