



**MEETING DATE:** June 25, 2025

**AGENDA ITEM:** 7. Clean California Community Designation

**FROM:** Ryan Bonk

**RE:** Clean California Community Designation

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### **BACKGROUND:**

The City has begun our "Community Cleanup Days" volunteer effort. To enhance the benefits of these efforts to the community overall, staff would like to Council to consider participation in the "Clean California Community" designation program as outlined in the attachments to this staff report.

This program was announced by Governor Newsom in 2024 and is described as "a statewide effort encouraging local engagement to make communities cleaner, safer, and more sustainable." The initiative is led by Caltrans to clean up, reclaim, transform, and beautify public spaces.

Participation in this program would make the City the 2nd entity in Caltrans district 2 to obtain this designation per the June 2025 pledge list attached.

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### **EXECUTIVE SUMMARY:**

Designation as a "Clean California Community provides the following benefits:

- 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 from Clean CA partner, Keep America Beautiful

In addition, by participating in this program staff believes we will be able to increase our outreach for volunteerism in the community by indicating a drive to not only beautify our community but to earn this designation as well as the benefits that come along with the designation.

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### **RECOMMENDATION:**

Staff recommends that the Council approve of the City pursuing the designation and participating in the program.

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**FISCAL IMPACT:**

The financial impact to participating in this program will be that staff time will be utilized to ensure the requirements are met. The staff does not anticipate material costs for participation in this program only opportunity costs related to staff time.

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**ATTACHMENTS:**

- A. CLEANCA-COMMUNITY-DESIGNATION-1PAGE FINAL-WEB
- B. CLEANCA-COMMUNITY-DESIGNATION-CHECKLIST FINAL-WEB
- C. CLEAN-CA-DESIGNATION-PLEDGE-LIST-AS-OF-JUNE-9-2025



# 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.





# Make Your Community a Clean California Community!

- ✿ **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** 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](#).





# Community Designation Checklist

To attain designation, communities must meet at least 10 of these 15 criteria

## ○ Sign the Pledge

Designate a community leader to e-sign thepledge. For a town, this could be a mayor; for an organization it could be the Executive Director, for a school it could be a principal, for a district a supervisor, and so on.

## ○ Advisory Body

Establish an informal Clean CA committee or some other advisory body. This could also be an existing committee.

## ○ Community Input

Get community input through a public meeting, survey, special event, virtual call or another means of gathering feedback from the public on your community's approach.

## ○ Litter Assessment

Conduct an initial litter assessment to establish your baseline and identify litter hotspots in your community.

## ○ Cleanups

Organize community cleanups. We recommend at least 4 each year, big or small.

## ○ Measure Progress

Establish metrics and measure regularly to track your clean community's progress. Things to track include # of volunteers, # of cleanups, and pounds of litter removed.

## ○ Community Education

Educate the broader public on the impacts and solutions to litter by providing signage, educational programs, or other public awareness & behavior change strategies.

## ○ Youth Education

Provide K-12 educational programs to help inform anti-littering behaviors among the youngest generations. Communities can leverage the K-12 Clean CA educational resources to meet this requirement.

## ○ Infrastructure

Place anti-littering infrastructure in key locations. This can include trash and recycling bins that are emptied regularly, or utilizing street sweeping to clean as you go.

## ○ Enforcement

Establish policies, technologies or programs that prevent or deter future littering.

## ○ Long-term Planning

Hash out a long-term plan or strategy to ensure the sustainability of your efforts so that your community stays clean.

## ○ Greening & Beautification

Complement cleanups by implementing greening and beautification activities - plant trees, gardens or flower beds, or create public art to make your community more vibrant.

## ○ Collection Drives

Schedule or host collection drives such as "dump days" or "amnesty days" for hard-to-recycle or bulky items like mattresses, e-waste, or household appliances.

## ○ Partnerships

Engage local stakeholders and businesses to partner with you and support your campaign. We recommend partnering with at least 3-5 businesses.

## ○ Cigarette Litter

Provide cigarette litter receptacles to help contain the most widely littered item on Earth.





## Initial participants in the Clean California Community Designation Program (Updated as of June 9, 2025)

No.	Leading Organization	Community	Type	Caltrans District
1	American Staffing Service Inc	Sacramento	Incorporation	3
2	Arroyo Grande in Bloom	Arroyo Grande	CBO	5
3	Belmont Redwood Shores Sustainability Parent Group	Redwood City	CBO	4
4	Boyle Heights 5K Run	Los Angeles	CBO	7
5	California State University	Sacramento	University	3
6	Carmel Cares	Carmel-by-the-Sea	CBO	5
7	Carpinteria Beautiful	Carpinteria	CBO	5
8	Citizens Caring 4 Clearlake	Clearlake Oaks	CBO	1
9	City of Anaheim	Anaheim	Local Government	12
10	City of Bakersfield	Bakersfield	Local Government	6
11	City of Bell Gardens	Bell Gardens	Local Government	7
12	City of Capitola	Capitola	Local Government	5
13	City of Carson	Carson	Local Government	7
14	City of Cerritos	Cerritos	Local Government	7
15	City of Fontana	Fontana	Local Government	8
16	City of Fresno	Fresno	Local Government	6
17	City of Hawthorne	Hawthorne	Local Government	7
18	City of Irvine	Irvine	Local Government	12
19	City of Livermore	Livermore	Local Government	4
20	City of Los Angeles	Los Angeles	Local Government	7
21	City of Manhattan Beach	Manhattan Beach	Local Government	7
22	City of Merced	Merced	Local Government	10
23	City of Moreno Valley	Moreno Valley	Local Government	8
24	City of Oakland (Public Works Division)	Oakland	Local Government	4
25	City of Oakley	Oakley	Local Government	4
26	City of Palmdale	Palmdale	Local Government	7
27	City of Paso Robles	Paso Robles	Local Government	5
28	City of Pinole	Pinole	Local Government	4
29	City of Riverside	Riverside	Local Government	8
30	City of San Jose	San Jose	Local Government	4
31	City of San Leandro	San Leandro	Local Government	4
32	City of Santa Ana	Santa Ana	Local Government	12

\*Hybrid - Nonprofit local government

For **media inquiries**, please contact Cami Crawford at [cam.crawford@ogilvy.com](mailto:cam.crawford@ogilvy.com).



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No.	Leading Organization	Community	Type	Caltrans District
33	City of Santa Clarita	Santa Clarita	Local Government	7
34	City of South San Francisco	South San Francisco	Local Government	4
35	City of Tehachapi	Tehachapi	Local Government	9
36	Cleaner California Coast Initiative	Inverness	CBO	4
37	Color the Block	Sacramento	CBO	3
38	Community Member	Needles	Community Member	8
39	Community Member	San Diego	Community Member	11
40	Comunidad de National Health Foundation (NHF)	Los Angeles	CBO	7
41	Corning Community of the Olive Tree	Corning	CBO	2
42	County of Monterey	Monterey	County Government	5
43	County of San Luis Obispo	San Luis Obispo	County Government	5
44	County of Santa Cruz/Pitch In Initiative	Santa Cruz	Coalition	5
45	Downtown San Diego Partnership and Downtown San Diego Business Improvement District	San Diego	Business Association	11
46	East County Center for Change	El Cajon	CBO	11
47	Edwards Air Force Base (AFB)	Edwards AFB, Kern County	Military Base	9
48	Fontana High School	Fontana	Campus	8
49	Friends of The Tracks at Brea	Brea	CBO	12
50	Fryberger Elementary	Westminster	Campus	12
51	Girl Scout Troup 3007	Sacramento	CBO	3
52	Golden Valley Health Center	Merced	CBO	10
53	Goshen, CA	Goshen	Community Member	6
54	Gustin Downtown Business Association	Gustin	Business Association	10
55	Hearts of Gold	Ladera Ranch	CBO	12
56	Hillcrest, San Diego	San Diego	CBO	11

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57	Hmong Youth and Parents United - Sacramento	Sacramento	CBO	3
58	Holly's Ploggers	Corona	CBO	8
59	I Love A Clean San Diego	San Diego	CBO	11
60	Keep Oakland Beautiful	Oakland	CBO	4
61	Keep Riverside Clean & Beautiful	Riverside	CBO	8
62	Kelseyville Business Association	Kelseyville	CBO	1
63	Kern River Valley Chamber of Commerce	Lake Isabella	Business Association	6
64	LEAD Filipino	San Jose	CBO	4
65	MTO Shahmaghsoudi School	Berkeley	CBO	4
66	MTO Shahmaghsoudi School	Hillsborough	CBO	4
67	OC Habitats	Orange County	CBO	12
68	OCA East Bay, Oakland Chinatown PicklTup	Oakland	CBO	4
69	Ocean Institute	Dana Point	Visitor Center	11
70	Pacific Beach Coalition	Pacifica	Coalition	4
71	Pacific Grove Cares	Pacific Grove	Community Member	5
72	Pacific Marine Mammal Center	Laguna Beach	CBO	12
73	Pacoima Beautiful	Los Angeles	CBO	7
74	PacOUT Green Teams	Eureka	CBO	1
75	Ransom House of Hope	Los Angeles	CBO	7
76	Refuse Refuse San Francisco	San Francisco	CBO	4
77	Resources for Older Americans & Retirees (ROAR)	Byron	CBO	4
78	Revitalize Broadway Lemon Grove	Lemon Grove	CBO	11
79	Rio Dell Community Resource Center	Rio Dell	CBO	1
80	Rio Hondo College	Rio Hondo	University	7
81	RioVision	Rio Vista	CBO	3
82	Rising Communities (West Athens)	Los Angeles	CBO	7

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83	San Clemente Rotary	San Clemente	CBO	12
84	Santa Clara Valley Transportation Authority	San Jose	County Government	4
85	Saylove Sutter and Yuba Love	Yuba City	CBO	3
86	Senator Angelique Ashby's Office	Sacramento	Senator	3
87	Shorebird Park Nature Center	Berkeley	CBO	4
88	South Yuba City	Yuba City	Local Government	3
89	Stand Up To Trash	Dana Point	CBO	12
90	Surfrider Foundation	Orange County	CBO	12
91	Tahoe Park Neighborhood Association	Sacramento	CBO	3
92	Team Up to Clean Up	San Mateo	CBO	4
93	Town of Truckee	Truckee	Local Government	3
94	Vermont Knolls Neighborhood	Los Angeles	CBO	7
95	Watsonville Wetlands Watch	Watsonville	CBO	5
96	West Athens Steering Committee	Los Angeles	CBO	7
97	Western Riverside Council of Governments	Riverside	Local Government	8
98	Wrightwood Community	Wrightwood	CBO	8
99	Yosemite Street Village	Stockton	CBO	10

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