



**For Immediate Release  
March 4, 2008**

**Contact: Christine Flowers-Ewing  
1-800-CLEANCA (253-2622)**

**National litter collection and beautification campaign launched in Sacramento**  
*Public-private partnership formed to deliver results*

SACRAMENTO – Movers and shakers from the government, non-profit and private sectors came together at the California State Railroad Museum in Old Sacramento today to launch the Great American Cleanup™ campaign for a litter-free California. Their goal is to collect litter, save taxpayer dollars and recycle more trash in California.

Keep California Beautiful (KCB) and Keep America Beautiful® (KAB) coordinated the national launch. Both of these non-profit environmental organizations are dedicated to engaging people who want to improve their community environments. Following California, the campaign travels onward to the Gulf Coast in Mississippi, Washington, D.C., New York City and Chicago.

“Littering, illegal dumping and overrun landfills will spoil our quality of life here in California if we don’t work together to prevent these bad things from happening,” said KCB Executive Director Christine Flowers-Ewing. “We’re addressing these problems by partnering with the people in California who are working hardest to help collect litter and make our state more beautiful.”

Flowers-Ewing was joined by representatives from the California Highway Patrol (CHP), Caltrans, California Integrated Waste Management Board, California State Parks, state Department of Toxic Substances Control, Federal Mid-Pacific Region of the Bureau of Reclamation and the American Chemistry Council (ACC).

Last year, more than 8,500 people were ticketed by the CHP for littering. Fines reached up to \$1,000 with 24 hours of community service. “We write a lot of citations for littering, but we wish we didn’t have to write any,” said CHP Commissioner Joe Farrow. “We would prefer that motorists would respect California’s roadways and do their part to keep them litter-free.”

People pay for the collection of litter with their state taxes. “Caltrans spent more than \$62 million last year picking up litter and debris,” said Caltrans Director Will Kempton. “Yet the Adopt-A-Highway program at Caltrans mobilized more than 4,100 volunteer groups that collected trash – saving the department \$15 million.”

## *National Cleanup Launch*

All levels of government are affected by litter problems.

“Local jurisdictions are spending hundreds of millions of dollars dealing with problems associated with illegal dumping,” said California Integrated Waste Management Board Chair Margo Brown. “Both local and state agencies can cite persons who are caught dumping trash illegally.”

California State Parks hosted the national launch event at its historic site in Old Sacramento. “We deal with trash coming from 76 million visitors annually to State Parks,” said California State Parks Director Ruth Coleman. “Since we are required to divert a high percentage of this trash from landfills, it’s important that our visitors place their recyclable materials in the proper bins.”

Representatives from the private sector said they also are serious about the proper collection of trash – especially if it is recyclable. “Plastics are too valuable to waste,” said ACC Director of State Affairs Tim Shestek. “We want to see valuable plastics in recycle bins, not in trash bins headed for landfills.”

In addition, the Progressive Bag Affiliates, a member of the ACC and the California Film Extruders and Converters Association, donated 50,000 recycling/trash bags and 50,000 car-litter bags. The car-litter bags were distributed as part of the ongoing campaign to keep California litter-free beyond collection day.

Additional litter collection and beautification activities occurred in other regions of California including Glendale, Los Angeles, San Jose, Chico and San Rafael.

*California’s Green* Host Huell Howser, recognized for his educational road trips that are produced for broadcast on public television, emceed the launch event. Nearly 200 volunteers were in attendance. They were dispatched after the ceremony for beautification efforts along the American River Parkway. Staff from the American River Parkway Foundation and the Sacramento Tree Foundation coordinated the efforts along the river. Other same-day litter collection and greening activities in the Sacramento area included the collection of compact fluorescent bulbs and tubes for recycling at IKEA and the collection of polystyrene, cell phones and hospital blue wrap for recycling and document shredding at Raley Field.

“Keep America Beautiful is proud that so many volunteers from California’s public and private sectors are joining millions of volunteers across the country by coordinated their efforts with our 2008 Great American Cleanup™,” said Barry Caldwell, chairman of the Board of Directors for KAB and senior vice president for government affairs and corporate communications for Waste Management, Inc. “It’s this type of civic leadership and volunteer enthusiasm that encouraged KAB to coordinate its nationwide launch with Keep California Beautiful.”

These activities were supported through partnerships with VikingShred; Timbron; and staff from the cities of Roseville and West Sacramento, Sacramento County Regional Parks, and Yolo County. To support green living and individual consumer behavior, Holy Cow distributed cleaning products at the event and Save Mart provided reusable shopping bags for customers in its 17 Sacramento-area locations.

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## What is KCB's Proud Community Program?

The Proud Community Program, established in 1998, is the primary method for communities to become involved with Keep California Beautiful (KCB), a statewide, nonprofit environmental education organization, working toward a cleaner, more beautiful California. The purpose of the program is to establish a standard for annual approval and recognition of California communities whose ongoing source reduction, recycling, litter prevention, and community beautification efforts are representative of Keep California Beautiful. KCB designates the title of **Proud Community** to cities and/or nonprofit organizations that have fulfilled the annual Requirements, which include: 1) a completed Proud Community application 2) an annual fee (\$200), 3) attendance at least one regional workshop, and 4) completion of an annual summary report of community activities. The program focuses on implementation, accountability, recognition, and a successful volunteer program. The participating counties, cities, and organizations make up a statewide network of community-based grassroots litter prevention, beautification and recycling programs that can increase economic development and change citizens' attitudes and behaviors about litter and recycling.

### Program Goals

- Increase community interest in source reduction, recycling, litter prevention, and beautification programs.
- Share statewide resources with local communities, supporting their goals and objectives.
- Enable communities involved in the KCB program to fulfill their commitment to strive for a litter-free and graffiti-free environment.
- Assist communities applying to the Keep America Beautiful Local Affiliate system.
- Recognize environmental accomplishments through an awards program.

### Benefits to the Community

- A certificate of recognition signed by KCB Board representative, as an official KCB Proud Community.
- Access to a network of other proud communities throughout California who share the same goals through information exchange, workshops and grant programs.
- Quarterly newsletter and access to online community communications network.
- Resources to conduct beverage container recycling, cleanup, and beautification projects.
- Ability to post events on KCB's website.
- Assistance in mobilizing volunteers for participation in community events.
- Participation in regional workshops.

### Four Easy Steps to a Proud Community

- 1) Submit a completed Proud Community application.
- 2) Submit the an annual fee (\$200).
- 3) Attendance at one regional workshop.
- 4) Completion of an annual summary report about community activities. (May be filed via email)

# Proud Community Application

Community \_\_\_\_\_ County \_\_\_\_\_

Population Size \_\_\_\_\_ Organization Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Shipping Address (if different-No P.O. Box for shipping)

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

e-mail: \_\_\_\_\_

On behalf of our community, we wish to be recognized as a "Keep California Beautiful Proud Community." We agree to fulfill the following annual requirements in the program:

- Maintain our Proud Community status by paying a \$200 membership fee annually. Our first year's fee is enclosed.
- Send at least one representative from our community to a KCB workshop annually.
- Report community activities and results by completing an Annual Report form, provided by KCB, in January of each year for the prior year.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Mail or Fax to:

Keep California Beautiful  
8950 Cal Center Drive, Suite 145  
Sacramento, CA 95826-3626  
Phone: 916-368-9301, Fax: 916-368-9304

*For office use only:*

*Received:*

# Proud Community Annual Report 2008

Community \_\_\_\_\_ Population Size \_\_\_\_\_

Name of organization \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Shipping Address (if different) \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

e-mail: \_\_\_\_\_ Reporting period: from \_\_\_\_\_ to \_\_\_\_\_

In the past 12 months, Mr./Ms. \_\_\_\_\_ attended a Keep California Beautiful  
workshop, located in \_\_\_\_\_ on \_\_\_\_\_  
(city) (date)

Number of employees: \_\_\_\_\_ Paid \_\_\_\_\_ Volunteer \_\_\_\_\_ Part-time \_\_\_\_\_

Cost-benefit Ratio (if available) \*See attached Cost/Benefit  
(government/volunteer and donation) Worksheets and Analysis

Annual Budget: \_\_\_\_\_ City Funds: \_\_\_\_\_ Grant Funds: \_\_\_\_\_

**Please complete the following statistical portion:**

\_\_\_\_\_ Total number of cleanup events conducted by your program  
\_\_\_\_\_ Total number of volunteer hours contributed to your program  
\_\_\_\_\_ Total tons/pounds of trash and debris removed from clean-up areas  
\_\_\_\_\_ Total pounds of beverage containers recycled  
\_\_\_\_\_ Total pounds of E-Waste and Cell Phones collected  
\_\_\_\_\_ Total pounds of U-Waste collected  
\_\_\_\_\_ Total square feet of graffiti removed  
\_\_\_\_\_ Total number of illegal dump sites cleaned up  
\_\_\_\_\_ Miles of state highway rights-of-way cleaned (AAH Program)  
\_\_\_\_\_ Number of AAH sites adopted in your community (Goal is 100% participation)  
\_\_\_\_\_ Miles of county/city streets cleaned (Local Adopt-A-Street Program)  
\_\_\_\_\_ Miles of waterways/shores cleaned  
\_\_\_\_\_ Acres of parks cleaned  
\_\_\_\_\_ Number of trees, flowers and bulbs planted  
\_\_\_\_\_ Total television coverage minutes  
\_\_\_\_\_ Total radio coverage minutes  
\_\_\_\_\_ Total column inches of newspaper/magazine  
\_\_\_\_\_ Total number of workshops/talks/presentations given  
\_\_\_\_\_ Total number of community events  
\_\_\_\_\_ Total number of website hits



Please describe your community's source reduction, beverage container recycling, litter prevention, cleanup, and beautification activities during the past year. If you are a new community, please explain your plans for the coming year. If a category does not apply to your community, simply enter N/A and explain why it is not applicable. Please see attached separate pages if you need more space. (Please submit pictures and support materials electronically so we may post information about your community on the KCB website)

- Source Reduction (i.e., promotion of resource conservation activities)
- Recycling (i.e., Beverage Container programs, residential & commercial curbside pickup, central drop-off centers - particularly non-traditional venues, such as special events multi-family residences, gas stations, etc.)
- Litter Prevention and Clean-up (i.e., Adopt-a-Highway, Adopt-a-Spot, Adopt-a-Beach/Lake/River, citywide clean-ups, etc.)
- Beautification and Property Improvement (i.e., landscaping, tree planting, parks development, etc.)
- Youth Education/School Programs (i.e., litter prevention & proper waste disposal education, Waste-in-Place Curriculum, etc.)
- Volunteer Recognition Program
- General Public (Adult) Awareness and Education
- Partnership Development



## Workshop Hosts



Keep California Beautiful (KCB), Keep San Jose Beautiful, and the City of San Jose invite you to participate in a California KAB Local Affiliate and Proud Community Network Workshop. This workshop is offered at no charge for all Keep California Proud Community Network Members. Keep San Jose Beautiful is hosting the event; providing assistance with check-in and parking arrangements. A light lunch will be provided for attendees. To register, please RSVP by emailing your contact information to [Devony.Hebbert@sanjoseca.gov](mailto:Devony.Hebbert@sanjoseca.gov) and cc [bpohl@cleanca.org](mailto:bpohl@cleanca.org) by March 16, 2009. For more information call Devony at (408) 723-1574.

## California KAB Local Affiliate and Proud Community Network Workshop Agenda

Community Center  
901 East Santa Clara Street  
San Jose, Ca 95116.

March 19, 2008  
9:00 a.m. – 4:00 p.m.

- |               |   |
|---------------|---|
| 9:00 – 9:15   | Registration, Coffee & Networking   |
| 9:15 – 9:30   | Welcome & Opening Remarks – Keep San Jose Beautiful - KCB   |
| 9:30 – 10:30  | San Jose Anti Graffiti and Litter Prevention Programs: Education, Volunteers and Enforcement <ul style="list-style-type: none"><li>➤ City of San Jose Staff</li></ul>   |
| 10:30 – 10:45 | Break   |
| 10:45 – 11:30 | Best Management Practices Graffiti <ul style="list-style-type: none"><li>➤ Boyles and Associates</li></ul>  |
| 11:30 – 12:15 | Litter Enforcement/Load Tarping/Illegal Dumping <ul style="list-style-type: none"><li>➤ Local Land Fill/Transfer Station Operator and MRWMD (Invited)</li><li>➤ Litter Fee/Litter Enforcement Unit - City of Oakland-KOB (Invited)<ul style="list-style-type: none"><li>○ <a href="http://www.oaklandpw.com/Page108.aspx">http://www.oaklandpw.com/Page108.aspx</a></li><li>○ <a href="http://www.oaklandpw.com/Page111.aspx">http://www.oaklandpw.com/Page111.aspx</a></li></ul></li></ul> |

Keep California Beautiful  
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- 12:15 – 1:00**                      **Lunch Hosted by Keep California Beautiful**
- 1:00 - 2:50**                      National Affiliate Certification Training Topics
- New Community Appearance Index
  - National Reporting and Awards  
(Presented by Cecile Carson, KAB Director of Affiliate Certification)
- 2:50 – 3:00**                      Break
- 3:00 – 3:45**                      Partnership Opportunities with Caltrans, Adopt-A-Highway, Local and State Conservation Corp, and Industry Partners: Planning for 2009 California Statewide Litter Collection, Enforcement and Beautification Day and the GAC (KCB, Caltrans, CHP, CIWMB and Others):
- AAH Coordinators
  - State Conservation Corp
  - Local Conservation Corp
  - California Integrated Waste Management Board LA Office Staff.
- 3:45– 4:00**                      Closing

### **Transportation & Lodging**

The meeting location is a few minutes from the San Jose Airport so for those flying in for the meeting it is possible to make this a day trip and utilize taxi service or a rental car.

All of these except the Holiday Inn are within blocks of Santa Clara Street. If participants don't want to walk a mile to the community center, they can catch a bus on Santa Clara St.

**Fairmont Hotel - more info »**

170 S Market St, San Jose, CA - (408) 998-1900 - 1.3 mi SW

**Hotel Montgomery - more info »**

211 S. First Street, San Jose, CA - (408) 282-8800 - 1.3 mi SW

**The Sainte Claire Hotel - more info »**

302 South Market Street, San Jose, CA - (408) 295-2000 - 1.3 mi SW

**Hotel De Anza - more info »**

233 W Santa Clara St, San Jose, CA - (408) 286-1000 - 1.5 mi SW

**San Jose Marriott - more info »**

301 South Market Street, San Jose, CA - (800) 314-0928 - 1.4 mi SW

**Ramada San Jose - more info »**

455 South 2nd Street, San Jose, CA - (408) 298-3500 - 1.3 mi SW

**Holiday Inn San Jose**

[www.HolidayInn.com](http://www.HolidayInn.com)

1740 North First Street, San Jose, CA.

**Keep California Beautiful**

8950 Cal Center Drive Suite 145

Sacramento, CA 95826

Phone 916-368-9301 Fax 916-368-9304





# Great California Cleanup/Great American Cleanup™ 2007 Wrap Up Report Results

The following represents The Great California Cleanup/Great American Cleanup 2007 totals obtained from the 120 wrap up reports returned to Keep California Beautiful from reporting volunteers. The volunteer efforts of KCB program partners saved the state and local governments of California an estimated \$9,010,424 in labor while completing community improvement projects.

## Events/Volunteers

Volunteers participated: 97,582

Volunteer hours: 410,124

Communities involved/events: 1130

## Cleanups

Pounds of litter & debris collected: 2,521,017

Miles of roads, streets & highways cleaned: 3,909

Miles alongside RR tracks cleaned: 27

Acres of parks cleaned: 132

Miles of hiking/biking/nature trails cleaned: 38

Playgrounds & community recreation areas cleaned, restored, constructed: 23

Miles of rivers, lakes & shoreline cleaned: 76

Cigarette Butts collected: 314,859

Acres of wetlands restored: 4

Illegal dumpsites cleaned: 44

Junk cars removed: 27

## Reduce, Reuse, Recycle

Pounds of CRV Containers recycled: 370,210

Pounds of newspaper recycled: 8,130

Tires collected for recycling: 7,075

Batteries collected for recycling: 283

## Beautification

Trees planted: 2,826

Flowers and bulbs planted: 57,498

Homes & commercial buildings painted: 32

Graffiti sites abated: 1,210

## Education

Educational workshops held: 90

Educational workshop attendees: 9,472

## Keep California Beautiful YTD From 1995-2007

Number of Events: 9,384

Number of participants: 483,943

Pounds of Litter Collected: 19,884,202



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# Great California Cleanup/Great American Cleanup™ 2008 Wrap Up Report Results

The following represents the results of the 2<sup>nd</sup> Annual State wide Litter Collections, enforcement and Beatification Day and the three month KAB Great American Cleanup™ totals obtained from the 88 wrap up reports returned to Keep California Beautiful from reporting communities, non-profits organizations and governmental organizations. The volunteer efforts of KCB program partners saved the state and local governments of California an estimated \$4,657,079.70 in labor while completing community improvement projects.

## Events/Volunteers

Volunteers participating: 67,614

Volunteer hours: 211,974.5

Caltrans staff participating: 2,430

Caltrans staff hours: 16,875

Communities involved/events: 534 individual communities and 1063 events

## Cleanups

Pounds of litter & debris collected: 2,156,332

Miles of roads, streets & highways cleaned: 3,463.51

Miles alongside RR tracks cleaned: 27.5)

Acres of parks cleaned: 711.5

Miles of hiking/biking/nature trails cleaned: 86.5

Playgrounds & community recreation areas cleaned, restored, constructed: 74

Miles of rivers, lakes & shoreline cleaned: 256.1

Cigarette Butts collected: 13,210

Acres of wetlands restored: 13

Illegal dumpsites cleaned: 75

Junk cars removed: 14

## Reduce, Reuse, Recycle

Pounds of CRV Recycled: 35,485.8

Pounds of newspaper recycled: 8,770

Tires collected for recycling: 25,479

Batteries collected for recycling: 159,485

## Beatification

Trees planted: 3,229

Flowers and bulbs planted: 8,129

Homes & commercial buildings painted: 32

Graffiti sites abated: Sites abated 489 covering 56,380 sq ft.

## Education

Educational workshops held: 141

Educational workshop attendees: 25,354

## Keep California Beautiful YTD From 1995-2008

Number of Events: 10,447

Number of participants: 551,557 Volunteers (2,430 Caltrans staff 2008)

Pounds of Litter Collected: 22,040,534

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