



*City of Arts & Innovation*

# City Council Memorandum

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**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: DECEMBER 17, 2024**  
**FROM: PUBLIC WORKS DEPARTMENT      WARDS: ALL**  
**SUBJECT: KEEP RIVERSIDE CLEAN & BEAUTIFUL FISCAL YEAR 2023-24 ANNUAL REPORT**

**ISSUE:**

Receive a report from Keep Riverside Clean & Beautiful on activities during Fiscal Year 2023-24.

**RECOMMENDATION:**

That the City Council receive and file the Fiscal Year 2023/24 Keep Riverside Clean & Beautiful Annual Report.

**DISCUSSION:**

In 1953, Keep America Beautiful was formed to bring public and private sectors together to develop and promote a national cleanliness ethic and help produce cleaner more beautiful public places.

In 1976, the Greater Riverside Chambers of Commerce (Chamber), in cooperation with the City, became an affiliate of the Keep America Beautiful Clean Community System, a pre-cursor to the Keep America Beautiful System, which focused on educating the community and promoting volunteerism to address litter problems.

For many years, there were several different efforts through City staff, the Chamber, and other organizations to implement community cleanup efforts. As their efforts broadened throughout the 1980's, managing the program became increasingly difficult.

In 1988, City staff met with the Chamber and the other organizations involved in an effort to develop a cohesive program and maximize its effectiveness. In 1992, Mayor Loveridge and Art Pick collaborated to develop the Keep Riverside Clean and Beautiful (KRCB) Program.

A partnership was established with the Chamber taking the lead role in implementing the KRCB Program to support increased volunteer participation and reduce the time required by City staff

to implement the programs. Since that time, the Chamber has successfully worked to increase the impact of the program by encouraging community involvement through volunteerism.

Prior to 2014, the City provided funding to the Chamber on an annual basis. To utilize staff time and resources more efficiently, staff recommended that Council approve a three-year contract for the KRCB program at the September 23, 2014 Council meeting. At this City Council meeting it was suggested that a competitive bidding process be considered for future contracts. Since February 2017, the Coordination of Community-Based Volunteer Beautification Efforts has been awarded through a competitive bidding process. On December 13, 2022, the City Council approved a Services Agreement with the Greater Riverside Chambers of Commerce to provide community-based volunteer beautification programs, with optional extensions through June 30, 2027.

The Mission of Keep Riverside Clean & Beautiful (KRCB) is to instill a sense of community pride by creating partnerships that work toward the beautification of the city. KRCB will provide a presentation to the City Council on their annual report for FY 2023/24.

### **STRATEGIC PLAN ALIGNMENT:**

This item contributes to **Strategic Priority 2 – Community Well-Being** and **Goal 2.3 – Strengthen neighborhood identities and improve community health and the physical environment through amenities and programs that foster an increased sense of community and enhanced feelings of pride and belonging citywide.**

This item aligns with the five Cross-Cutting Threads as follows:

1. **Community Trust** – Keep Riverside Clean & Beautiful offers volunteer opportunities to residents, business, and community groups, building trust and a sense of belonging.
2. **Equity** – Community beautification efforts are planned with geographic equity in mind, cleanup events are distributed throughout Riverside to insure that each Ward has opportunities for volunteerism.
3. **Fiscal Responsibility** – KRCB coordinates thousands of volunteer hours, providing a significant return on investment through enhancing the cleanliness and appearance of the Riverside community.
4. **Innovation** – KRCB brings together corporate teams, neighborhood groups, individuals, and others, to supplement efforts of the City to maintain the cleanliness of Riverside.
5. **Sustainability and Resiliency** – Community beautification efforts not only improve the aesthetic appeal of the communities they serve, but they help to reduce pollutants in our stormwater by maintaining clean streets.

### **FISCAL IMPACT:**

There is no fiscal impact associated with this item.

Prepared by: Lee Withers, Deputy Public Works Director  
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Attachments:

1. Annual Report
2. Presentation