



Coordination of Community Based Volunteer Beautification Efforts

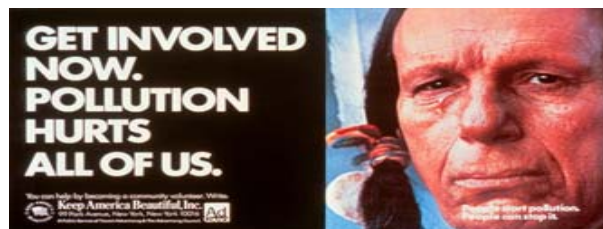
Public Works Department

Utility Services/Land Use/Energy Development Committee
January 9, 2016

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1950'S - KEEP AMERICA BEAUTIFUL

- I. 1953 – Keep America Beautiful was formed to:
 - A. Bring Public and Private sectors together
 - B. Help produce cleaner and more beautiful public places



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1970'S - CLEAN COMMUNITY SYSTEM

- I. 1976 – Greater Riverside Chambers of Commerce and City of Riverside became a KAB Clean Community System affiliate.
 - A. Pre-cursor to Keep America Beautiful System
 - B. Focus on educating and promoting volunteerism to address litter



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1980'S - CITY MANAGED

- I. 1980's – City's clean efforts broadened but managing the program became difficult
 - A. Staff was hired on a piece meal basis
 - B. CDBG Grants were utilized, limiting areas receiving service
 - C. Coordination spanned several Departments
 - D. Relied on court referral and summer youth program participants to complete work



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KRCB FORMED

- I. 1988 – City staff met with Chamber and other groups to attempt to increase coordination efforts
- II. 1992 – Mayor Loveridge and Art Pick collaborated to develop the Keep Riverside Clean and Beautiful Program with the Chamber as the lead, in partnership with the City



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CHAMBER CONTRACT

- I. Prior to 2014, Council approved funding annually through various funding sources.
- II. Given long term support of program, in 2014 a three-year contract was proposed to improve staff efficiency.
- III. Council approved a three-year contract with the Chamber through June 30, 2017.



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CONTRACT SCOPE

- I. The scope includes the following annually:
 - A. 7 community ward cleanup events
 - B. 2 citywide community cleanups (25-30 groups each)
 - C. Administer Adopt a Street Program
 - D. Calculate the City's Litter Index
 - E. Specialized community cleanup projects
 - F. Clean Campus Competition



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CONTRACT SCOPE - CONT.

- F. Cleanup for Festival of Lights switch on event
- G. Summer Programs for Community Volunteers
- H. Green wall and beautification plantings
- I. Tree plantings throughout the City
- J. Graffiti Public Education Program (PEP)
- K. Recruit Graffiti Volunteers for cleanup events
- L. Coordinate Mayor's State of the City Beautification Awards Program
- M. Provide Monthly and Annual Reports



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KRCB STATISTICS FY15/16

- I. Utilized 7,304 volunteers
- II. 15,856 volunteer hours
- III. Removed 198,404 lbs of litter
- IV. Used 165 gallons of paint to remove graffiti
- V. Planted 10 trees
- VI. Planted 336 plants
- VII. Cleaned 24 Storm Drains



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VOLUNTEER PARTICIPATION SINCE 2006

Fiscal Year	Number of Volunteers	Volunteer Hours	Estimated Value
15/16	7,034	15,856	\$373,567
14/15	8,203	20,639	\$486,255
13/14	15,196	29,913	\$704,750
12/13	26,446	34,430	\$811,171
11/12	11,880	40,975	\$965,371
10/11	14,235	33,538	\$790,155
09/10	13,565	23,091	\$544,024
08/09	11,139	24,002	\$565,487
07/08	4,873	11,453	\$269,833
06/07	3,691	9,972	\$234,940
Totals	116,262	243,869	\$5,745,553

* According to Point of Light Institute, current value of volunteer time is \$23.56/hour



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CONSIDERATION OF RFP

- I. Public Works would like to continue these efforts.
- II. When 3-year contract was approved, it was suggested that we consider an RFP to encourage competition.



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PROPOSED RFP

- I. Performance based with focus on annual results:
 - A. Minimum of twelve large community clean-up events;
 - B. Recruitment of 7,000 volunteers;
 - C. Achieving 16,000 volunteer service hours;
 - D. Collection of 200,000 pounds of litter;



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PROPOSED RFP

- E. Cleaning 1,000 miles of streets through Adopt-a-Street;
 - F. Cleaning 30 to 50 storm drains;
 - G. Painting over 2,000 graffiti tags; and
 - H. Planting 20 trees and 350 plants.
- II. 1-year term with 4 optional 1-year extensions



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RECOMMENDATION

1. That the Land Use Committee consider and provide a recommendation on issuance of an RFP for the coordination of community based volunteer beautification efforts for a one year term, with four, one-year options to extend, for a total of five years.



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