



Our Mission...

To instill a sense of community pride by creating partnerships that work toward the beautification of the City.



*Keep Riverside Clean and Beautiful is a community volunteer program
Sponsored by the City of Riverside and the Greater Riverside Chambers of Commerce*



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2023-2024 Annual Report

Volunteers

7 Ward Projects.....	1,538
Love Your Neighborhood	863
Adopt-A-Street: Volunteer & Sponsored.....	3,869
Adopt-An-Alley	180
KRCB Clerical Volunteer Workers.....	29
KRCB Advisory Board.....	27
Total.....	6,541

Volunteer Hours

7 Ward Projects.....	5,396
Love Your Neighborhood	3,004
Adopt-A-Street: Volunteer & Sponsored	5,895
Adopt-An-Alley	360
KRCB Office Volunteers.....	29
KRCB Advisory Board.....	162
Total.....	14,846



2023-2024 Annual Report cont.

Litter Collection	City Beautification Project Sites
Litter Collected in Pounds..... 100,960	7 Ward Projects.....650
Litter Collected in Tons.....50.48	Love Your Neighborhood 427
	Total.....1,077
2023-2024 Fiscal Year Savings for the City of Riverside..... \$423,704.84.	
<small>Recommended by KAB: Points of Light Institute/Independent Sector measures value of each volunteer hour @ \$28.54 as National average</small>	

Year-To-Date

Cleanups.....405	Storm Drains Cleared.....225
Volunteers.....2,528	Illegal Signage/Graffiti Removed.....95
Volunteer Hours.....7,270	Trees/Plants Installed.....367
Litter Collected in Pounds.....60,730	Cigarette Litter Collected.....40,778
2024-2025 Fiscal Year Savings for the City of Riverside..... \$231,192.36.	
<small>Recommended by KAB: Points of Light Institute/Independent Sector measures value of each volunteer hour @ \$31.80 as National average</small>	

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Festival of Lights 2024

- **6 shifts**
 1. Set-up (2-Info Booths)
 2. Trash can distribution throughout footprint (100 City trash cans)
 3. Program Distribution
 4. Litter Pickup
 5. Dinner Crew (Including distributing food to police, fire, and other safety personnel)
 6. Cleanup Crew (bringing 100 City trash cans in)
- **28 high schools and colleges**
 - Riverside County, San Bernardino County, Orange County & LA County
- **241 Volunteers: 1,687 hours** (104 volunteers more than 2023)
- **11 sites throughout footprint**
- **200 trash bags of litter**
- **6,000 lbs. or 3 tons of litter**
- **7 community groups**
- **Recruitment started in September** (had to close volunteer portal at 300)



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2024-2025 Annual Volunteer Calendar

Date & Location

Saturday, August 10, 2024-Fairmont Park (W1)
 Saturday, September 7, 2024-Bryant Park (W6)
 Saturday, September 21, 2024-Ryan Bonaminio Park & Brockton Arcade (Big Mikey G's-W2)
Tuesday & Wednesday, September 23-24-AB Sports Complex
 Saturday, October 12, 2024-Arlington Park & Hunt Park (W5)
 Saturday, November 2, 2024-Arlington Sports Park (W4)

Date & Location

Saturday, November 23, 2024-Festival of Lights
Saturday, December 7, 2024-Brockton & Tequesquite (W1)
 Saturday, February 1, 2025-Dario Vasquez Park (W2)
 Saturday, March 1, 2025-Rutland Park (W7)
 Saturday, April 2025-TBD Earth Day/Arbor Day
 Saturday, May 10, 2025-Great American Cleanup-TBD
 Saturday, June 7, 2025-Nichols Park (W3)

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Our Programs

- **Adopt-a-Street Program**
- **Adopt-An-Alley Program (Eastside)**
 - **Launching Ward 5 soon**
- **Love Your Neighborhood Program**
- **The 7 Ward Projects**
- **Festival of Lights**
- ***Cigarette Litter Prevention Program***
- **Great American Cleanup**
- **Santa Ana River and City Waterways Cleanup**



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Our Programs cont.



- **Advisory Board**
- **Beautification Awards**
- **Community Appearance Index**
- **Clean Campus Competition**
- **Community Recognition Awards**
- **Waterwise Landscape Makeover**
- **Public Education Program (PEP) for Graffiti**
- ***Clean CA Community Designation Administrator***



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Our Newest Programs

CIGARETTE LITTER PREVENTION PROGRAM (CLPP)

- **KRCB manages and maintains the receptacles.**
- **CLPP items to give to businesses to distribute to of age customers.**
- **Marketing items available to businesses.**
- **Returned cigarette butt litter that turns into points that turn into dollars.**
- **Actively monitoring program for future grants to expand program to other Wards.**



DOWNTOWN EXPERIMENT **PROABITION**



GRCC **ARLINGTON LIBRARY**



LAKE ALICE



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Our Newest Programs cont.

CLEAN CA COMMUNITY DESIGNATION PROGRAM



- Personalized signage to be posted on-site with the Clean California Community designation seal.
- Recognition on state websites and social media posts, and state-partnered media outreach.
- Right to officially promote your community as a Clean California Community committed to the Zero Litter goal.
- Priority access to national grant opportunities, educational materials, and volunteer cleanup kits (while supplies last) from Keep America Beautiful, a Clean California partner.
- Automatic membership with state organization, Keep California Beautiful.



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Our Newest Programs

CLEAN CA COMMUNITY DESIGNATION PROGRAM

Community Designation Checklist

To attain designation, communities must meet at least 10 of these 15 criteria (We meet all 15)

- | | |
|-----------------------|-----------------------------|
| • Sign the Pledge | • Infrastructure |
| • Advisory Body | • Enforcement |
| • Community Input | • Long-term Planning |
| • Litter Assessment | • Greening & Beautification |
| • Cleanups | • Collection Drives |
| • Measure Progress | • Partnerships |
| • Community Education | • Cigarette Litter |
| • Youth Education | |



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#DoBeautifulThings