

# Clean CA Program Community Cleanup and Employment Pathway (CCEP) Grant Proposal

## I. PROJECT DESCRIPTION

CALTRANS DISTRICT	PROJECT TITLE	AGENCY NAME	AGENCY CONTACT NAME	PHONE NUMBER	EMAIL ADDRESS
<b>8</b>	<b>KRCB</b>	<b>City of Riverside</b>	<b>Victor Keroles</b>	<b>951-351-6174</b>	<b>vkeroles@riversideca.gov</b>
			<b>Agency Contact Name (Secondary)</b>	<b>Phone Number (Secondary)</b>	<b>Email Address (Secondary)</b>

### 1.2 PROJECT DESCRIPTION

*Instructions: Describe the proposed project, including key activities and outcomes. Indicate if the project includes (300-500 words):*

- Community-led litter cleanup activities
- Employment or workforce training opportunities
- Local partnerships with local organizations, nonprofits, or public agencies
- Cleanup of public rights-of-way or public spaces

The City of Riverside Public Works Department, in partnership with Keep Riverside Clean and Beautiful (KRCB), proposes a comprehensive citywide beautification and cleanup initiative aimed at addressing environmental challenges, fostering community engagement, and enhancing public spaces throughout Riverside. The project will focus on strengthening KRCB's efficiency and operational capacity while targeting priority areas identified through CalEnviroScreen 4.0, with an emphasis on Wards 2, 5, and 6. At the same time, the initiative will sustain KRCB's established annual programming, which includes community-led litter cleanups, graffiti abatement, and greening projects. These efforts will improve the visual appeal and environmental health of parks and public rights-of-way, while inspiring a stronger sense of ownership and pride among residents.

In addition to expanding KRCB's ongoing programs, the initiative integrates a workforce development component through the City of Riverside. Two individuals will be hired to join the existing two-person mitigation crew responsible for addressing illegal dumping across the city. These new team members will gain hands-on experience working for the City, assist with KRCB events, and serve as team leads to develop leadership and project management skills. This experience will strengthen their résumés and provide opportunities to apply and interview for future permanent positions with the City.

Community engagement and education will be led by KRCB, which will provide outreach materials, training, and support to volunteers and partner organizations. Through workshops, presentations, and hands-on activities, the program will promote environmental stewardship and civic responsibility, empowering residents to take an active role in maintaining and improving their neighborhoods. As a Clean California-designated city, Riverside, together with KRCB, brings proven experience, capacity, and readiness to successfully implement this proposal. Anticipated outcomes include enhanced cleanliness and visual appeal of public spaces, increased community participation and volunteer engagement, and expanded workforce development and career advancement opportunities.

### 1.3 PURPOSE AND NEED

*Instructions: Explain the problem the project is addressing and why the project is needed in the community. Describe the local conditions (e.g., litter, illegal dumping, blight, unemployment, etc.) and how this project supports community revitalization and workforce development (300-500 words).*

The City of Riverside faces ongoing challenges related to illegal dumping, litter accumulation, and blight that threaten neighborhood health, safety, and visual appeal. Despite continuous abatement efforts, these issues have intensified, reflecting deeper environmental and socioeconomic disparities. During Fiscal Year 2023, the Solid Waste and Street Maintenance Divisions recorded more than 6,500 illegal dumping and debris-related service requests, with roughly 2,300 incidents in the public right-of-way. Additional hazards from shopping cart dumping and debris from homeless encampments accounted for over 3,000 recurring cases of waste and contamination. These conditions block storm drains, contaminate waterways, attract vermin, and increase fire hazards during high-temperature months.

Both the City and our primary community partner, Keep Riverside Clean and Beautiful (KRCB), face limited capacity to meet these growing challenges. The City currently has only two Street Maintenance specialists dedicated to illegal dumping abatement, limiting our ability to respond quickly, conduct follow-up inspections, and sustain outreach in chronic dumping areas. KRCB, despite increased volunteer engagement and partnerships with schools, businesses, and civic groups, faces similar operational constraints. Volunteer participation has increased by over 200% in the past five years, creating greater demand for supplies, coordination, and oversight. However, KRCB's current budget allocates no funding toward Education and Training or Extra Help, restricting its ability to expand outreach, enhance volunteer training, or add support staff for large-scale community cleanups.

This initiative will strengthen the City's and KRCB's shared capacity to prevent, manage, and reduce illegal dumping while expanding environmental education and community beautification programs. Funding will support the creation of additional positions dedicated to illegal dumping abatement. These team members will work alongside the existing mitigation crew to enhance response times, assist with community cleanup events, and gain valuable leadership experience through collaboration with KRCB, creating pathways to permanent municipal employment. In addition, funding will be used to upgrade and expand KRCB's equipment and storage capacity, ensuring the organization has the necessary resources to effectively meet the growing demands of its programs and citywide beautification efforts.

**1.4 MAP (Attachment A)**

*Instructions: Include any relevant project location maps, and associated data maps.*

**1.5 COST – Suggested Amount: \$50,000 to \$200,000**

**Instructions: Provide a detailed cost estimate for each activity below and submit with Attachment E.**

<b>Activity</b>	<b>Estimated Cost</b>	<b>Would applicant accept partial funding for this activity?</b>
Planning / Outreach	\$ X	<input type="checkbox"/> Yes <input type="checkbox"/> No
Project Implementation – Employment (based on historic number of litter crews/staff)	\$ 163,544.97	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Project Implementation – Cleanup (based on historic quantities of litter collection)	\$ 34,041.43	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Matching Funds – In-Kind Contribution	\$ 621,181.20	<input type="checkbox"/> Yes <input type="checkbox"/> No
Other (Specify)	\$ X	<input type="checkbox"/> Yes <input type="checkbox"/> No
<b>TOTAL</b>	<b>\$ 818,767.60</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

## 1.6 SCHEDULE

**Note: Project implementation should be completed by April 1, 2027 and final reports/close-out completed by October 31, 2027.**

Milestone	Start Date	End Date
Planning & Community Engagement Begins	April 1, 2026	April 1, 2027
Hiring/Training Program Launch	April 1, 2026	April 1, 2027
Cleanup Activities Begin	April 1, 2026	April 1, 2027
Project Completion (By April 1, 2027)	April 1, 2026	April 1, 2027
Project Close-out (By October 31, 2027)	April 1, 2026	October 31, 2027

## 1.7 KNOWN CONCERNS OR RISKS

Known environmental concerns or risks

- No  
 Yes

Known right-of-way concerns or risks

- No  
 Yes

*Instructions:*

*Please list any other known risks that could impact this project from being delivered on schedule, budget and scope (300-500 words).*

While the City of Riverside and Keep Riverside Clean and Beautiful (KRCB) are confident in the feasibility and deliverability of this project, several potential risks could impact the schedule, budget, or scope.

### 1. Staffing and Hiring Delays:

One of the primary risks involves potential delays in recruiting and onboarding part-time staff assigned to illegal dumping abatement. Hiring within a municipal framework requires multiple steps, including position classification, posting, candidate screening, interviews, and background checks. Variability in these processes could extend the start date of new employees, temporarily impacting project timelines and workload distribution. In addition, any adjustments to position classifications or pay rates, as determined by the City's Human Resources Department, could affect budget allocations. To mitigate these risks, the City will coordinate closely with HR to establish a clear hiring timeline early in the project.

### 2. Construction and Installation Costs:

The project includes the purchase and installation of a storage shed to support KRCB's equipment and operations. Cost risks may arise if initial estimates do not account for site preparation, foundation work, or permitting fees. These factors could increase total project expenses or extend the construction schedule.

### 3. Inflation and Supply Chain Fluctuations:

Ongoing inflation and material shortages may affect the cost and availability of tools and equipment. These fluctuations could require budget adjustments or result in delays in procuring necessary items. The City will mitigate these risks by securing materials early in the project period.

### 4. Scope Adjustments and Community Coordination:

Community-based cleanup and beautification projects depend on coordination with volunteers, partners, and local organizations. Changes in volunteer participation, event scheduling conflicts, or extreme weather conditions could affect the project's scope or timing. To minimize disruption, KRCB will maintain flexible scheduling, advance communication with volunteers, and maintain a list of alternate sites and dates to ensure continuity of program delivery.

## 2 EVALUATION CRITERIA ALIGNMENT

### 2.1 EVALUATION CRITERIA ALIGNMENT

*Instructions:*

*Describe how the project addresses the following goals (include narrative under each section, 500-700 words):*

- **Litter Abatement:**

*(Describe the type, scale, and location of cleanup efforts.)*

Keep Riverside Clean and Beautiful (KRCB) operates several community programs dedicated to litter abatement, sustainability, and environmental education across all seven City Council Wards. These initiatives aim to reduce blight, prevent pollution, and foster civic pride through direct action and public participation.

Through the Adopt-A-Street and Adopt-an-Alley programs, businesses, community groups, and residents take ownership of local corridors and commit to conducting regular cleanups, with six cleanups per year for streets and three for alleys. While participation spans the entire city, there is a particularly strong concentration of activity in Ward 1, where volunteer engagement remains consistently high.

KRCB also manages the Cigarette Litter Prevention and Recycling Program (CLPR), which targets one of the city's most common litter items: cigarette butts. The program removes cigarette litter from streets, sidewalks, and waterways, and ensures collected materials are recycled to prevent contaminants from entering storm drains and local water systems.

The Love Your Neighborhood program provides flexible cleanup opportunities for residents who cannot commit to a full adoption site. These one-time or occasional volunteer events are open to all community members and frequently include K–12 students, court-referred individuals, and large volunteer groups. Together, these programs create a comprehensive, citywide approach to litter abatement that combines education, civic engagement, and environmental stewardship.

- **Job Creation & Employment Pathways:**

*(Explain how the project provides direct employment, workforce training, and/or career pathway support for underemployed or underserved individuals.)*

Funding will support the creation of new positions focused on illegal dumping abatement. These team members will work alongside the City's existing mitigation crew to improve response times, support community cleanup events, and gain hands-on experience in environmental maintenance and leadership. Through collaboration with KRCB, the individuals hired will develop transferable skills and professional connections that create clear pathways to permanent municipal or public works employment.

- **Community Engagement & Partnership:**

*(Describe how local community groups, nonprofits, and/or workforce boards are engaged in project design or implementation.)*

The City of Riverside Public Works Department, in partnership with Keep Riverside Clean and Beautiful (KRCB) actively engages local nonprofits, schools, community groups, and businesses in project planning implementation. KRCB works with City of Riverside Councilmembers and Public Works to identify priority areas for beautification and coordinates with the Riverside Police Department and Public Safety Engagement Team to ensure volunteer safety. Community outreach includes social media campaigns, volunteer recruitment flyers, online registration forms, and promotion at libraries, community centers, and public events. KRCB also partners with local schools and colleges to support student-led litter cleanups through KRCB's Beautification Projects, Adopt-A-Street and Adopt-An-Alley programs, and Clean Campus Competition. This student-driven initiative promotes sustainability, leadership, and civic pride through long-term campus and community improvement beautification projects.

- **Sustainability:**

*(Describe any strategies for sustaining outcomes beyond the grant term—e.g., partnerships, continued employment, long-term maintenance plans.)*

The City of Riverside Public Works Department, will continue its valuable partnership with KRCB. The City will also review and revise relevant resolutions and enforcement plans to better align with current goals. Efforts will be made to increase in-kind donations and contributions, which are vital to sustaining operations. Strategic investments in infrastructure, such as storage and equipment, are planned under this grant to ensure long-term support for KRCB's initiatives. Additionally, to boost community engagement and effectively promote events, KRCB will continue to leverage social media and digital platforms, potentially incorporating targeted training for staff to maximize these tools.

### 3 COMMUNITY ENGAGEMENT

#### 3.1 COMMUNITY ENGAGEMENT INFLUENCE

*Instructions (300-500 words):*

- *Identify how community input shaped the proposal.*

The City of Riverside Public Works Department, in partnership with Keep Riverside Clean and Beautiful (KRCB) actively engages City Council, City Departments, local nonprofits, schools, community groups, residents, local stakeholders, and businesses throughout project planning implementation. KRCB connects with the community through outreach at local tabling events, social media engagement, and their bimonthly Public Education Program meetings focused on graffiti, sustainability, and community service where participants are invited to share feedback, concerns, ideas, and suggestions for city beautification. KRCB also holds bimonthly meetings with their Advisory Board, attend Greater Riverside Chambers of Commerce's INSIDE meetings, Good Morning Riverside community events, and participate in a variety of community events to gather feedback and foster collaboration. Community input directly shapes project priorities. KRCB and Public Works identify beautification cleanup sites based on feedback, ensuring each beautification project reflects local needs and delivers meaningful improvements to areas impacted by illegal dumping, graffiti, and blight.

- *Describe planned engagement during implementation.*

During implementation, the City of Riverside Public Works Department, in partnership with Keep Riverside Clean and Beautiful (KRCB), will actively engage volunteers, community leaders, and local organizations to ensure success of project outcomes. Volunteer recruitment will begin one month before each beautification project, starting with registration and initial outreach, followed by engagement through social media, community meetings, and tabling events.

KRCB will collaborate with all seven City Councilmembers and the Greater Riverside Chambers of Commerce to mobilize residents, nonprofits, and businesses across Riverside. These partnerships will help expand community participation and strengthen citywide support for clean-up and beautification efforts.

Throughout the grant period, KRCB will continue to communicate and educate the importance of community involvement, maintain existing partnerships, and build new ones with businesses and organizations that have had limited prior engagement. By fostering collaboration and encouraging active participation, KRCB will broaden its network, promote civic pride, and create lasting impact. The sustained engagement will ensure that beautification projects not only improve the physical environment but also strengthen community connections and shared responsibility for keeping Riverside clean and beautiful.

- *Attach Public Engagement Plan (Attachment B).*

## 4 UNDERSERVED or HISTORICALLY EXCLUDED COMMUNITIES

4.1 ANALYSIS	
<p>Is the project located in an underserved or historically excluded community?</p> <p><input checked="" type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> partially located in an underserved community</p>	<p>What was the basis for determining if any part of project is located in or benefits an historically excluded community: (only check a box if in or partially in an historically excluded community)</p> <p>a. <input type="checkbox"/> Median Household Income</p> <p>b. <input checked="" type="checkbox"/> CalEnviroScreen 4.0</p> <p>c. <input type="checkbox"/> Free or Reduced-Price School Meals</p> <p>d. <input type="checkbox"/> Healthy Places Index</p> <p>e. <input type="checkbox"/> Native American Tribal Lands</p> <p>f. <input checked="" type="checkbox"/> Other (SB 535 Disadvantaged)</p>

4.2 BENEFITS TO UNDERSERVED or HISTORICALLY EXCLUDED COMMUNITY
<p><i>Instructions: Describe how the project will benefit underserved or historically excluded communities through (300-500 words):</i></p> <ul style="list-style-type: none"> <li>• <i>Job access</i></li> <li>• <i>Cleaner, safer streets or public spaces</i></li> <li>• <i>Increased civic pride and stewardship</i></li> <li>• <i>Connection to public resources and services</i></li> </ul> <p>The City of Riverside and Keep Riverside Clean and Beautiful (KRCB) are committed to advancing environmental equity and economic opportunity through community-based litter abatement, beautification, and workforce development. This project will directly benefit underserved neighborhoods identified by CalEnviroScreen 4.0 such as census tracts 6065030200, 6065041201, 6065042209, 6065031601, and 6065041203, all of which experience disproportionate environmental burdens and socioeconomic barriers. These tracts rank among the City's most impacted areas, with high poverty rates, elevated pollution exposure, and limited access to clean, safe public spaces. They are also among the primary focus areas for KRCB's ongoing annual cleanup and beautification programs due to chronic litter accumulation, illegal dumping, and recurring graffiti.</p> <p>By supporting cleanup and beautification operations, the project will create meaningful job access opportunities through the addition of a part-time maintenance position dedicated to illegal dumping abatement. This role will strengthen the City's operational capacity and provide hands-on experience in environmental maintenance, equipment operation, and waste management. The position will help improve living and environmental conditions across the City's most impacted communities by providing consistent maintenance support in areas most affected by illegal dumping, ensuring residents experience cleaner surroundings, safer public spaces, and renewed neighborhood pride.</p> <p>The project will also deliver measurable environmental benefits by producing cleaner and safer streets and public spaces. Illegal dumping and litter accumulation in these tracts have created chronic health and safety concerns, including contamination of storm drains, pest attraction, and fire risks. Regular abatement, debris removal, and beautification efforts will reduce these hazards, restore community pride, and enhance the livability of local streets, alleys, and rights-of-way. Clean, well-maintained environments promote safer pedestrian activity, improve neighborhood perception, and contribute to overall public health. Beyond physical improvements, the project will cultivate increased civic pride and stewardship. KRCB's volunteer programs engage residents, youth groups, and local businesses in cleanup events, environmental education, and beautification activities. These efforts empower community members to take ownership of their neighborhoods, reinforcing a culture of shared responsibility and environmental awareness. The initiative's collaborative approach builds stronger community ties and encourages continued participation in local sustainability efforts.</p> <p>Finally, the project enhances connection to public resources and services by strengthening partnerships between residents, KRCB, and the City of Riverside's Public Works Department. Outreach during community cleanups and education campaigns will connect participants to waste disposal services, recycling programs, and environmental education opportunities. This inclusive approach ensures that disadvantaged communities not only</p>

benefit from cleaner environments but also gain equitable access to the tools and information needed to maintain them long-term. Through these combined outcomes, the project advances both environmental justice and community revitalization, creating lasting improvements in Riverside's most impacted neighborhoods.

**5 LETTER OF SUPPORT**

**5.1 LETTER OF SUPPORT**

*Instructions: Attach signed letters from Caltrans district (where proposal is located) endorsing the project.*

**6 ADDITIONAL ATTACHMENTS**

**6.1 SUPPLEMENTAL MATERIALS**

*Instructions – Attach any applicable documents as follows:*

- **Attachment A:** Project / Data Maps
- **Attachment B:** Public Engagement Plan
- **Attachment C:** Existing Site Photos
- **Attachment D:** Letters of Support
- **Attachment E:** Cost Breakdown & Estimate
  - Break down expenses by category (e.g., staff time, equipment, materials, outreach, etc.)
  - Briefly explain the purpose of each cost to demonstrate alignment with project goals.

Prepared by:

*Kristy Garcia*

11/3/2025

Kristy Garcia  
Deputy Public Works Director  
City of Riverside

Date

Approval Recommended by:

\_\_\_\_\_  
District Clean CA Grant Coordinator      Date

Approved by:

\_\_\_\_\_  
Clean California Program Director      Date



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# CCEP Program - Riverside Grant Proposal

Final Audit Report

2025-11-03

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