



# Our Mission...

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



teaching, serving and conserving

KEEP AMERICA BEAUTIFUL AFFILIATE



# Keep Riverside Clean & Beautiful Advisory Board

The KRCB Advisory Board is comprised of Greater Riverside Chambers of Commerce (GRCC) members from local businesses, city government and education, who guide and volunteer for the KRCB program. The KRCB Advisory Board meets on Tuesdays of even months at the GRCC.

THANK YOU TO OUR 2024/2025 KEEP RIVERSIDE CLEAN AND BEAUTIFUL SPONSORS



**\*A Special Thank You to Friends of KRCB for their Donations\***

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City of Arts & Innovation  
PUBLIC WORKS



GREATER RIVERSIDE  
CHAMBERS OF COMMERCE



## Beautification Awards Mayor's State of the City Address

KRCB presents the Beautification Awards at the Mayor's State of the City Address in January. Business properties are nominated for outstanding landscaping, cleanliness and curb appeal and recognized in 6 categories:

1. New Construction with Landscaping
2. Exterior Reconstruction with Landscaping
3. Maintenance of Existing Facilities and Landscaping
4. Historical Cultural Preservation
5. Sustainable Design and Innovation
6. Small Business Beautification





# Community Appearance Index

In January, the KRCB staff and board members conduct a judging tour throughout the City of Riverside to evaluate:

Litter • Graffiti • Illegal Signage • Outside Storage • Abandoned Junk Vehicles



We tour 5 different locations within each of the 7 Council Wards:

Park • School • Shopping Center • Business District • Residential Neighborhood



# Clean Campus Competition

This is a friendly competition for public and private schools within the City of Riverside. In honor of Earth Day, in the month of April, students organize beautification projects to expand their environmental awareness by caring for their school campus with: litter prevention, recycling, campus beautification and water conservation education.





## Great American Cleanup

The Great American Cleanup is the country's largest community improvement program that kicks off every Spring and in May, Riverside engages over 1000 volunteers across the City to take part in: litter cleanups, graffiti abatement and community greening.



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# Santa Ana River and City Waterways Cleanup

Over 500 volunteers participate in the Santa Ana River (SAR) and City Waterways Cleanup each year and change the appearance of the: SAR Watershed, Fairmount Park Lake, Tequesquite Canal, and Martha McLean-Anza Narrows River Trail.





# Community Recognition Awards

KRCB's Community Recognition Awards recognizes organizations, local business, families and individuals annually with the following awards:

Bob Stewart Award  
Most Inspirational Volunteer  
Love Your Neighborhood  
Partner of the Year

Distinguished Volunteer of  
the Year Award  
Spirit of Volunteerism  
Good Steward for Graffiti

Partner of the Year Award  
Outstanding Waste Management  
Adopt-A-Street Partner of the Year  
Adopt-An-Alley Partner of the Year







# Waterwise Landscape Makeover

This annual fundraiser allows a homeowner in the City of Riverside to win a \$15,000 Waterwise Landscape Makeover. Proceeds assist in funding beautification projects and promote environmental awareness among our youth.

## 2024 Partners



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## Festival of Lights

Join KRCB the Saturday before Thanksgiving to make Festival of Lights a litter-free event and enjoy the lighting of the Historic Mission Inn Hotel & Spa. Help to roll out trash and recycling bins, collect litter and distribute event programs.



## Public Education Program (PEP) for Graffiti

A networking group that brings concerned citizens, businesses, local government, school districts and law enforcement together and informs them of the economic impact of graffiti vandalism and to implement positive solutions. PEP meets on the first Wednesday's of even months at the Greater Riverside Chambers of Commerce.







## Adopt-a-Street Program

Groups and individuals can select a one-mile stretch of a street to maintain six times a year; Or for a \$600 donation, KRCB will partner with a local non-profit organization to maintain the adopted area. All Adopt-A-Street participants will receive a sign with their name at the adopted area.





# Adopt-An-Alley Program

A total of 9 alleyways have been adopted in the Eastside of Riverside by organizations interested in making a lasting impact on their community. This program is a great example of partnerships working toward the beautification of the City. KRCB, RPD, Public Works, Code Enforcement and City Council members are all involved.

*2019 Keep America Beautiful Community Improvement Award Recipient*







## Love Your Neighborhood Program

A volunteer program designed for individuals, families and organizations to beautify their local neighborhoods on a day and time that works for their schedule. Volunteers sign up online, borrow supplies and report their results to an online report form or to KRCB staff via email.

*2020 Keep America Beautiful Innovation Award Recipient*







## The 7 Ward Projects

KRCB recruits 100-200 volunteers each month for beautification projects in the City of Riverside. Volunteers engage in: Litter and illegal dump cleanups, graffiti eradication, storm drain cleanups and community greening projects. See the volunteer calendar for detailed information at [www.krcb.com](http://www.krcb.com) .



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GREATER RIVERSIDE  
CHAMBERS OF COMMERCE



# 2024-2025 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
<b>Total.....</b>	<b>6,541</b>

## 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
<b>Total.....</b>	<b>14,846</b>







# 2024-2025 Annual Report

## Litter Collection

Litter Collected in Pounds.....	100,960
Litter Collected in Tons.....	50.48

## City Beautification Project Sites

7 Ward Projects.....	650
Love Your Neighborhood .....	427
<b>Total.....</b>	<b>1,077</b>







# 2024-2025 Annual Volunteer Calendar

## Date & Location

Saturday, August 10, 2024-Fairmont Park  
Saturday, September 7, 2024-Bryant Park  
Saturday, September 21, 2024-Ryan Bonaminio Park  
Saturday, October 12, 2024-Arlington Park  
Saturday, November 2, 2024-Ward 4 TBD

## Date & Location

Saturday, November 23, 2024-Festival of Lights  
Saturday, February 1, 2025-Dario Vasquez Park  
Saturday, March 1, 2025-Rutland Park  
Saturday, April 2025-TBD Earth Day/Arbor Day  
Saturday, May 10, 2025-Great American Cleanup-TBD  
Saturday, June 7, 2025-Nichols Park



## CONTACT US



**951-683-7100**



**www.krcb.com**



**@KeepRiversideCleanandBeautiful**

**#DoBeautifulThings**