



Keep Fresno Beautiful

City Council Workshop
September 26, 2019

KEEP FRESNO BEAUTIFUL



- City-wide effort to clean our neighborhoods, streets and highways – comprehensively and consistently.
 - Beautification events
 - Litter control/prevention
 - Illegal dumping
 - Recycling education
- Partner with local organizations and businesses, non-profits, churches and service organizations, and individuals in the community.
- Affiliation with Keep America Beautiful

Why KAB Affiliation?



- Keep America Beautiful provides a replicable framework.
 - National Credibility
 - Powerful National Network of Peers
 - Training Opportunities
 - Tools, Resources & Programs
 - Community Impact Grants
 - Self-Determination
- 5-Step Program for Affiliates
 - 1) Get the facts
 - 2) Involve the people
 - 3) Plan systematically
 - 4) Focus on results
 - 5) Provide positive reinforcement

KAB Training



- 2 training sessions from KAB trainers (required)
- Community Training: overall community team training
- Affiliate Training: where planning, goal setting, and develop first year action plan
- Application fees cover cost of training
- Ongoing training available
- Annual nationwide conference

Affiliate Certification is provided after training, completion of an affiliate report, and an affiliation ceremony.

Keep America Beautiful Tools



- **Community Appearance Index**
 - Quick, reliable visual assessment of the community.
 - Includes graffiti, illegal signs, vehicles, outdoor storage.
- **Focus Area Survey**
 - Examines current clean up efforts, enforcement, and educational programs.
- **Cost/Benefit Analysis**
 - Provides formula to calculate financial impact of affiliation.

Keep America Beautiful Programs



- Make A Difference Day (October)
- America Recycles Day (November)
- Youth Education
- Great American Clean Up (April)
- Other ideas
 - Adopt-A-Block
 - Adopt-A-Trail
 - Community Garden Days
 - Yard of the Month/Year
 - Retiree Cleanup Groups

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- **Application Process**
 - **Form a committee**
 - **Pay \$4000 application fee**
 - **Letter of support from Mayor**
 - **\$440 annually**
 - **First year costs included in application fee**

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- City of Fresno would take care of the big stuff – illegal dumping, graffiti abatement, etc.
- Litter Abatement Pilot Program
 - Award of contract for freeway litter abatement scheduled for October 24th, utilizing funding from Caltrans and FCTA
 - Start small with monthly events – grow throughout the life of the program to weekly cleanups.
- October 19 - National Make A Difference Day
 - Host cleanup events in all 7 Council districts
 - Provide training, volunteer supervision, resources for residents who organize clean ups in city neighborhoods.

FUNDING OPPORTUNITIES



- Grants
 - Hefty EnergyBag
 - AmeriCorps VISTA
 - UPS Community & Recovery Tree Planting
 - Coca-Cola Recycling
 - Dr. Pepper Snapple Park Recycling Infrastructure Grant
- Sponsors
 - City of Oakland – Chevron, Pepsi, Home Depot, Rotary, Sprint
 - In-Kind Donations

KFB ORGANIZATIONAL STRUCTURE



- 9 to 11 member advisory board
 - City representatives from Public Works, Public Utilities
 - Public representatives from business, civic groups, non-profits, existing beautification/greening organizations.
- Each team member commits to training workshops and task groups for one year.
- Mayor's office coordinates meetings, volunteers, training, grants and reports.



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