



Community Designation Checklist

To attain designation, communities must meet at least 10 of these 15 criteria

○ Sign the Pledge

Designate a community leader to e-sign thepledge. For a town, this could be a mayor; for an organization it could be the Executive Director, for a school it could be a principal, for a district a supervisor, and so on.

○ Advisory Body

Establish an informal Clean CA committee or some other advisory body. This could also be an existing committee.

○ Community Input

Get community input through a public meeting, survey, special event, virtual call or another means of gathering feedback from the public on your community's approach.

✓ Litter Assessment

Conduct an initial litter assessment to establish your baseline and identify litter hotspots in your community.

✓ Cleanups

Organize community cleanups. We recommend at least 4 each year, big or small.

✓ Measure Progress

Establish metrics and measure regularly to track your clean community's progress. Things to track include # of volunteers, # of cleanups, and pounds of litter removed.

✓ Community Education

Educate the broader public on the impacts and solutions to litter by providing signage, educational programs, or other public awareness & behavior change strategies.

✓ Youth Education

Provide K-12 educational programs to help inform anti-littering behaviors among the youngest generations. Communities can leverage the K-12 Clean CA educational resources to meet this requirement.

✓ Infrastructure

Place anti-littering infrastructure in key locations. This can include trash and recycling bins that are emptied regularly, or utilizing street sweeping to clean as you go.

✓ Enforcement

Establish policies, technologies or programs that prevent or deter future littering.

○ Long-term Planning

Hash out a long-term plan or strategy to ensure the sustainability of your efforts so that your community stays clean.

✓ Greening & Beautification

Complement cleanups by implementing greening and beautification activities - plant trees, gardens or flower beds, or create public art to make your community more vibrant.

✓ Collection Drives

Schedule or host collection drives such as "dump days" or "amnesty days" for hard-to-recycle or bulky items like mattresses, e-waste, or household appliances.

✓ Partnerships

Engage local stakeholders and businesses to partner with you and support your campaign. We recommend partnering with at least 3-5 businesses.

✓ Cigarette Litter

Provide cigarette litter receptacles to help contain the most widely littered item on Earth.

