

# Capitola City Council

## Agenda Report



**Meeting:** May 8, 2025

**From:** Public Works Department

**Subject:** Clean California Community Designation

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**Recommended Action:** Authorize staff to sign the Clean California Community Designation pledge on behalf of the City of Capitola.

**Background:** In 2021, Caltrans launched the Clean California Initiative program to expand trash removal from state highways and fund local beautification and litter abatement projects. The Clean California initiative is a \$1.2 billion, multi-year clean-up and public education effort led by Caltrans that removes trash, creates thousands of jobs, and joins with communities throughout the state to reclaim, transform, and beautify public spaces. The Clean California program also includes a public education campaign to foster a sense of shared responsibility for litter prevention to help protect our waterways, natural resources, public safety, and health.

Keep California Beautiful (KCB) is a nonprofit organization dedicated to promoting litter prevention, recycling, and community beautification across California. KCB has partnered with Caltrans to implement their new Community Designation Program (Program). The Program designates communities as Clean California Communities, recognizing and rewarding communities for their hard work in staying clean and beautiful through their commitment to zero-litter policies and regular local cleanups (Attachment 1). Any community within California is eligible to apply to the Program and the designation can be pursued by various entities, including cities, towns, counties, municipal districts, military bases, tribal lands, neighborhood groups, school campuses, houses of worship areas, community group service areas, business improvement districts, watershed groups, and other unincorporated entities.

At the April 16<sup>th</sup>, 2025, Commission on the Environment meeting, staff provided an overview of the current efforts the City is taking which may fulfill certain Program requirements. Following the staff presentation, the Commission recommended the City Council adopt the pledge to pursue the California Clean Community Designation.

**Discussion:** The Clean California Community Designation provides a framework for communities to enhance local environments and be formally recognized for their efforts.

The first step is signing a Pledge of Commitment (Attachment 2). As of April 5, 2025, 73 communities have signed the pledge (Attachment 3).

After signing the pledge, communities are encouraged to meet at least 10 of the 15 checklist criteria within one year (Attachment 4). The checklist includes actions such as conducting cleanups or recycling drives, planting trees or native plants, and educating the community or youth, among others. Staff has identified the City is meeting at least 11 of the 15 checklist criteria to some extent through current policies, contracts, community-based projects, and management efforts.

Benefits of completing the designation include:

- Personalized on-site signage with the Clean California Community designation seal.
- Recognition on state websites and social media posts, and state-partnered media outreach.
- Right to promote Capitola as a Clean California Community.

- Priority access to national grant opportunities, educational materials, and volunteer cleanup kits from Keep America Beautiful.
- Automatic membership with KCB.

The first 100 communities to complete the process will receive personalized signage and a designation as a Keep California Beautiful affiliate.

Fiscal Impact: There is no fiscal impact associated with the recommended action.

Attachments:

1. Program Summary
2. Clean California Community Designation Webpage:  
<https://cleanca.com/designation/>
3. Clean California Community Designation Pledge List  
<https://cleanca.com/wp-content/uploads/2025/04/Clean-CA-Designation-Pledged-List-as-of-April-5-2025.pdf>
4. Community Designation Checklist

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