



Date: May 27, 2025

Honorable Mayor and Council Members:

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Title: Town of Truckee Clean California Community Pledge

Jen Callaway, Town Manager

Recommended Action: Authorize the Mayor to sign the Clean California Community Pledge on behalf of the Town of Truckee and direct Town staff to complete the remaining documentation for the Town to be designated as a Clean California Community.

Discussion:

I. Background

The Clean California initiative is a \$1.2 billion statewide effort focused on beautifying California's highways and communities by removing trash and investing in local projects. After three years of this highly successful initiative, which created more than 18,000 jobs and removed more than 2.9 million cubic yards of litter across the state, California has launched a new designation program to recognize communities for committing to zero-litter policies, community engagement, and litter collection efforts. More information about this program can be found at CleanCA.com/Designation. To date over 80 organizations have signed the pledge to become a Clean California Designated Community, including 24 cities.

The designation process is simple and free of cost: first after reviewing the required criteria (outlined below), a town representative (i.e., mayor) will sign the pledge (see Attachment 1). To become officially designated after signing the pledge, a community must complete 10 of the 15 criteria within one year of signing (see Attachment 2). The table below shows the Town's current progress towards meeting these requirements.

Criteria to become a Clean California Community (10 of 15 criteria needed, ✓ = criteria already met)

	Criteria:	Town Actions:
(✓)	Your community's leader must sign the pledge . For a town, this could be a mayor.	Will be met pending approval of this Council item.
✓	Establish an informal Clean CA committee or some other advisory body . This could be an existing committee that you leverage for Clean CA.	Town Staff Sustainability Committee meets quarterly to discuss departmental and town-wide sustainability-related projects.

	Get community input through a public meeting, a survey, a special event, or some other means of gathering feedback from the public on your community's approach.	
✓	Conduct an initial litter assessment to establish your baseline.	Data from past Truckee Litter Corps clean-ups is available. Staff are also exploring options to conduct a litter assessment following 2025 Truckee Day.
✓	Hold regular community cleanups . We recommend at least 4 each year – big or small.	The Truckee Litter Corps hosts monthly litter clean ups from April through October.
✓	Establish metrics and measure regularly to track your clean community's progress.	Pounds of waste collected is tracked following each clean-up event, which is reported along with other metrics in the annual budget descriptions. Keep Truckee Green maintains a dashboard on several sustainability metrics on our website, which will be updated to add this litter data.
✓	Educate the community by providing signage, community programs, or school lessons* to clean up and prevent litter	The Town provides regular education on litter reduction through social media, newsletters, and tabling at events, as well as education and signage to "Latch the Trash" for dumpsters, a common source of wildlife encounters and litter.
✓	Provide K-12 educational programs to help inform anti-littering behaviors among the youngest generations.	Support Sierra Watershed Education Partnerships (SWEP) with their educational program to local youth, which incorporates education on waste reduction and litter prevention.
✓	Offer some form of enforcement or deterrence to prevent future littering	The Town enforces Municipal Code Section 6.01.040, which requires that "Solid waste is securely stored in cans, carts, bins, or bear sheds. No solid waste shall be strewn on the ground or otherwise outside the container."
	Create a long-term plan to ensure your community becomes and/or stays clean.	
✓	Place anti-litter infrastructure in key locations, such as trash and recycling bins that are emptied regularly or utilize regular street sweeping to clean as you go.	Trash and recycling bins are placed and maintained throughout downtown and along trails.
✓	Green and beautify your community by planting trees, gardens, or flower beds, or creating public art to make your community more vibrant.	The Town's Facilities Division regularly maintains public landscaping, and the Public Art Commission is active in managing the Town's public art program.

	Schedule/host collection drives for hard-to-recycle items, such as “dump days” or “amnesty days.”	
✓	Engage at least 5 local business partners to support your campaign.	Frequently partner with businesses to host and support clean-ups.
✓	Provide cigarette receptacles to help contain the most widely littered item on the planet.	Cigarette receptacles installed in the Jibboom St alley in downtown Truckee.

As shown in the Clean California Criteria checklist above, staff believe the Town can meet at least 10 of the required criteria without additional staffing time based on the level of progress already attained. Once the pledge has been signed electronically and received by the Clean CA team, their team will provide links to resources to assist in completing the process including an online reporting form. Minimal time is required to submit verification documentation and will be managed by town interns. When signing the pledge, the mayor can designate another party such as Town staff to serve as the primary point-of-contact. Each of the criteria listed above requires an individual submission through the reporting form and requires a short paragraph (2-4 sentences) describing how the criteria were met along with a minimum of one supporting document. If Council approves staff's recommendation, staff will complete these additional documentation requirements.

II. Truckee Benefits & Return

Earning the Clean California Community designation will bring official recognition to the Town of Truckee for its longstanding Town Council and community support of litter reduction efforts. It will also provide access to additional resources for litter reduction programs. Specific program benefits include:

- Recognition on state websites and social media posts, and state-partnered media outreach.
- Personalized signage to be posted on-site with the Clean California Community designation seal.
- Right to officially promote Truckee as a Clean CA Community committed to the Zero Litter goal.
- Priority access to national grant opportunities, educational materials, and volunteer cleanup kits from Keep America Beautiful, a Clean California partner.
- Automatic membership with state organization, Keep California Beautiful.

Priority:

☐ Enhanced Communication ☒ Climate and Greenhouse Gas Reduction ☐ Housing
☐ Infrastructure Investment ☐ Emergency and Wildfire Preparedness ☐ Core Service

Fiscal Impact: Approximately 5 hours of intern staff time to complete Clean California application and supplemental documentation submission. Activities identified in the Clean California Community criteria checklist are already taking place and supported through the Town's adopted solid waste and sustainability budgets.

Public Communication: Public notice was provided with the agenda posting, and the Town is committed to additional community engagement on this topic through climate planning and the activities required through designation criteria.

Attachments:

1. Clean California Community Pledge
2. Clean CA Community Designation Checklist