

Community Focus Statement B: Encourage community involvement in civic beautification and maintaining the community’s rural character.

Action Statement B.1: Establish a community cleanup program utilizing local youth organizations to clean up trash, debris, and weeds in the Muscoy community at least four times a year.

B

Benchmark: A community cleanup program has been organized with adult and youth leadership and hosts at least four cleanup events per year.

Champion: Volunteer group or person or can be identified by the community

Estimated Cost: \$2,000 per event



Community cleanup program in Oakland, CA. Photo source: Leo Romero

Keeping a community clean and attractive helps boost local pride and visitor impressions. Residents and local organizations have the most influence in creating an environment of continued care and cleanliness in Muscoy. Hosting cleanup events, gathering volunteers, and keeping local areas clean helps maintain public areas and reduce littering and dumping in the first place. Schools, nonprofits, businesses, and property owners can all contribute to a Muscoy community cleanup.

Local youth should be engaged in developing the cleanup program, as they spend most of their time in the community and can direct time and resources most efficiently. As a group, they can identify particular areas, such as parks or vacant space, in need of cleanup. Additionally, they could volunteer outdoor home cleanup services for senior citizens or other Muscoy community members in need of extra help. Participating in neighborhood cleanups allows youth to make significant and tangible contributions to their community. Youth can establish themselves as leaders, involve their peers in civic beautification, and maintain high quality rural community character. Local youth can take pride in making Muscoy a beautiful community.

Hosting cleanup days, establishing teams of regular volunteers, and ensuring efforts are marketed to all members of the community can serve as a catalyst to a better-maintained community. Organizing and gathering volunteers can be done on a small or large scale using business and organization websites, social media, local newsletters, and other methods of advertisement.

[Case Study: Community Cleanup and Adopt-A-Street Program, City of Victorville](#)

Action	Action Leader	Timeline	Resources
1. Hold a meeting to get interested parties to create a Community Cleanup Committee	Champion	Month 1	County of San Bernardino Department of Public Works, Solid Waste Management Division http://cms.sbcounty.gov/dpw/SolidWasteManagement/Hauler.aspx
2. Contact local youth organizations and organize a committee of volunteer leaders for the Community Cleanup Committee	Community Cleanup Committee	Month 2	Community Cleanup Guide http://library.oregonmetro.gov/files/neighborhood_cleanup_guide_2012.pdf
3. Select an adult leader to serve as chair who will provide leadership and champion the committee. Identify youth leaders to serve as coordinators.	Community Cleanup Committee	Month 2	Conducting a cleanup campaign http://www.bookstore.ksre.ksu.edu/pubs/MF931.pdf
4. Select dates for community cleanup events, and use youth coordinators to publicize and market the events.	Community Cleanup Committee	Month 3	Steps for organizing neighborhood cleanup with links to additional resources http://www.bbcleaningservice.com/organizing-neighborhood-cleanup.html
5. Coordinate with San Bernardino County Public Works, Solid Waste Management Division, to secure trash receptacles delivery and pickup.	Community Cleanup Committee	Month 4	Keep America Beautiful https://www.kab.org/
6. Solicit local businesses, faith institutions, and nonprofits to sponsor community cleanups.	Community Cleanup Committee	Biannually	Waste management education posters http://www.stopwaste.org/resource-library/type/posters
7. Track participation at each event, and note which events attract the most participants and sponsors. Be sure to thank volunteers and publicize sponsors as a thank you.	Community Cleanup Committee	Biannually	