



Community + Technology + Wow

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Non-profit organization focused on preventing litter
through community involvement since 1990.

Together we preserve and protect
California's natural beauty for future generations.



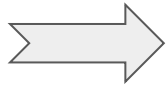
How We Got Here

- Keep California Beautiful Campus Affiliates
- Department of Water Resources Grant
- EPA Grants
- Clean California
- Climate Action Days

Spiderweb - Connectivity across Projects



Campus Affiliates



44% KCB Litter Survey powered by Mobius 100% 4:53 PM

Please enter your username and password to begin.

Username:
bobhollis

Password:
password

▼ Congratulations! You may begin the litter survey.

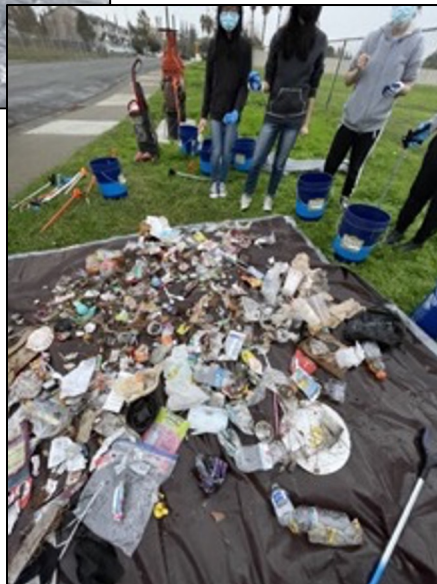
What is your name?
Bob Hollis

What is the litter assessment?

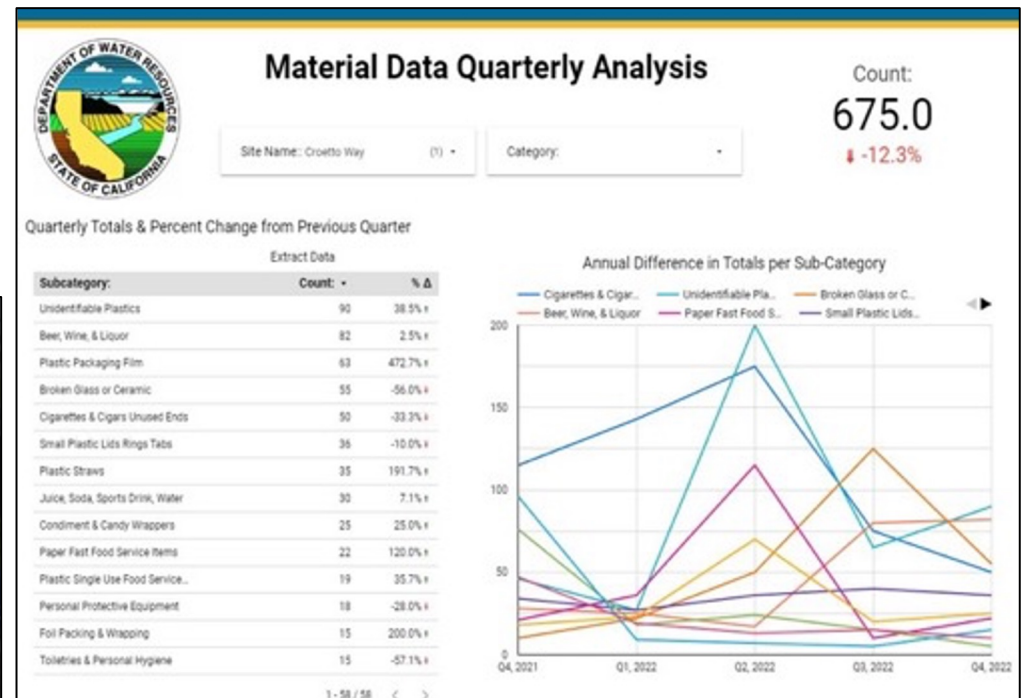
- ☐ 1 - No Litter
- ☒ 2 - Small amount of litter
- ☐ 3 - Litter is easily seen throughout the plot
- ☐ 4 - More than a trash bag full of litter on location



DWR Grant: American River Basin



Luther Burbank
High School
Students



Sacramento Florin Road Project







Funding: USEPA
Exchange Network
Grant Program

Trash: Community Monitoring and the Trash Rapid Assessment Data Exchange

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Keep California
Beautiful

Redefine the Possible™

Trash Rapid Assessment Data Exchange (TRADE)

Community-Based



TRADE

MS4 Business Needs



Funding: USEPA
Exchange Network
Grant Program



Trash Rapid Assessment Data Exchange (TRADE)

QAPP

- MS4 buy-in
- Training
- Sampling design
- Validation
- MS4 Review
- Training



Mobile App

- Site info
- Item counts
- Litter index (OVTA)
- Photos



Database



Dashboard



Why community-based trash monitoring partnerships for MS4s and regulators?

Benefits

- Accessible, meaningful pollutant for participatory science
- Monitoring capacity
- Green Job workforce development opportunity for youth
- Public-involvement provisions of permits (and NPDES Phase II minimum measures and National Menu of BMPs for Stormwater)

Barriers

- Quality Assurance
- Coordination and travel accessibility
- Student availability / legal considerations for working with minors
- Large data collection scopes
- Data management tools



SACRAMENTO STATE
Redefine the Possible



Funding: USEPA
Exchange Network
Grant Program



Welcome to the Trash Rapid Assessment Data Exchange (TRADE)

[ETAP Dashboard](#)[ETAP Data Editor](#)[KCB Dashboard](#)[KCB Data Editor](#)[Contribute Data](#)[About TRADE](#)[Resources](#)

The Trash Rapid Assessment Data Exchange (TRADE) facilitates community-based trash monitoring programs to be used for municipal stormwater permit compliance. TRADE components include a mobile app-based data collector, a data ingestion portal, and a dashboard with data visualizations to serve multiple use cases. This website has resources to support engagement between community groups and municipal stormwater permittees, including a Quality Assurance Project Plan (QAPP), training modules, and other resources. TRADE was developed by faculty and students at California State University, Sacramento (Sacramento State), as well as staff members at the Office of Water Programs (OWP) at Sacramento State. TRADE was also developed through funding from the United States Environmental Protection Agency (US EPA) Exchange Network Grant Program.

In order to participate in the ETAP data upload survey and to use the KCB/ETAP data editor, you must "follow" this initiative. Once you follow this initiative, the TRADE administrator will place you into the appropriate group to take part in the survey.

For instructions on how to create a TRADE community account, please refer to this [document](#).

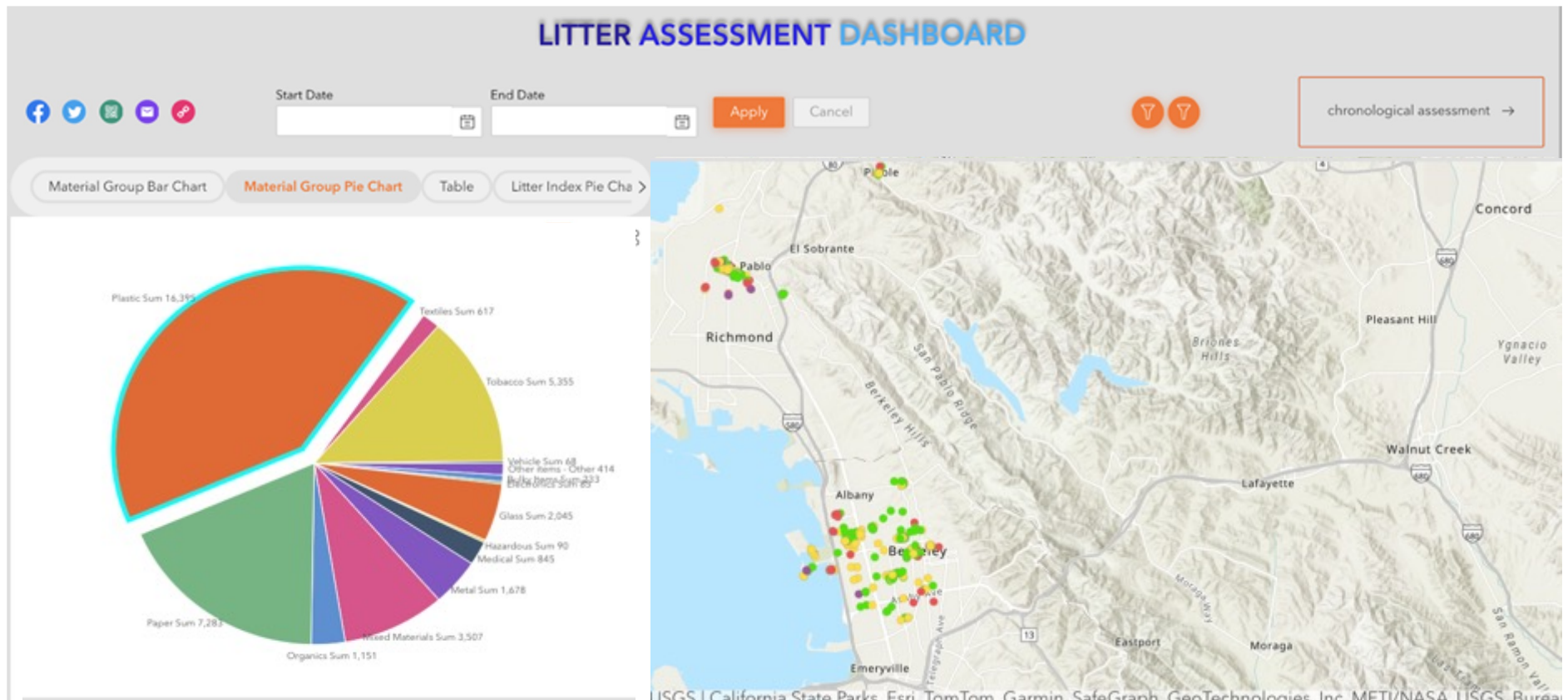
If you have difficulty, please directly contact the administrator.

Please click on the "Follow" initiative button, located below, to get started!

**This website is under construction during Summer 2023, please check back for updates.*

[Unfollow](#)

The TRADE Dashboard



East Bay EPA Project Outcomes

- 270+ OVTAs (On-Land Visual Trash Assessments) conducted
 - For 4 cities across Alameda and Contra Costa County
- 15,000+ Training Hours
- 50K Pieces of Trash collected
- 120 Internships for High School Students created
- Over 2000 hours of community volunteer engagement
- 20+ Bay Area-based community groups mobilized
- 1 policy project leveraging OVTAs (Trash Hotspot Mapping)



Zero Litter and Illegal Dumping is the Goal



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 the pledge. 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.

Infrastructure Research



- Application solicited to implement interventions to measure litter reduction
- Survey period initially June 2024 and post survey May 2025 (goal at least 60 days post installation)
 - New location or replacement containers
 - Landscape, Murals, and/or Planting

Infrastructure - Mono County



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BEAUTIFUL



- Open Top
Container
Litter Score 4
- Closed Container
Litter Score 1

Infrastructure - Bakersfield



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B E A U T I F U L



- Landscape
Intersections

Litter Score 3.5

- Planting
Completed

Litter Score 1.25



GO★SERVE

CA Governor's Office of
Service and Community Engagement

**CALIFORNIA
VOLUNTEERS**
Office of the Governor

California Volunteers engages Californians in service, volunteering and civic action to tackle our State's most pressing challenges.



Office of Community Partnerships and Strategic Communications coordinates California's most important statewide public awareness and community engagement initiatives.



California Youth Empowerment Commission addresses the growing need to engage youth directly with policymakers.



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keep
california
BEAUTIFUL



COMMUNITY CLIMATE ACTION DAY

Volunteers +
Climate Action +
Food + Fun!



2024–25 Impacts



- Events
 - 31 project sites in 12 rural counties
 - 1,839 volunteers and 5,700 volunteer hours
 - **87 partners**
- Impacts
 - 770 trees planted and 100 trees maintained
 - 4,653 native plants
 - 62,466 square feet of greening area
 - 135,036 square feet - new wildfire resiliency
 - 470,448 square feet - maintained wildfire resiliency
 - 53 structures protected

Solano County – Rockville Heights



Before



After



San Benito – Historical Park





CALIFORNIA CLIMATE
ACTION CORPS



CALIFORNIA
VOLUNTEERS
Office of the Governor

COMMUNITY CLIMATE ACTION DAY



EPA United States
Environmental Protection
Agency



SACRAMENTO STATE





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