

KCB's Proud Community Program

What is KCB's Proud Community?

The Proud Community Program, established in 1998, is the primary method for communities to become involved with Keep California Beautiful (KCB), a statewide, nonprofit environmental education organization, working toward a cleaner, more beautiful California. KCB designates the title of **Proud Community** to cities and/or nonprofit organizations that have fulfilled requirements, to include an annual fee (\$200), attendance at one annual workshop, and a completed Proud Community application. (See "Benefits to Community"). The program focuses on implementation, accountability, recognition, and a successful volunteer program. The participating counties, cities, and organizations make up a statewide network of community-based grassroots litter prevention, beautification and beverage container recycling programs that can increase economic development and change citizens' attitudes and behaviors about litter and recycling.

Mission

The mission of the Keep California Beautiful Proud Community Program is to establish a standard for annual approval and recognition of California communities whose ongoing beverage container recycling, litter prevention, and community beautification efforts are representative of Keep California Beautiful. Keep California Beautiful and its Proud Community Program is making a difference in California's environment by fostering pride and respect for California while preserving and enhancing our state's beauty.

Goals

- ❖ Increase community interest in beverage container recycling, litter prevention, and beautification programs
- ❖ Share statewide resources with local communities to help support their goals and objectives
- ❖ Enable communities involved in the KCB program to fulfill their commitment to strive for a litter-free and graffiti-free environment
- ❖ Encourage and help communities to apply to the Keep America Beautiful system
- ❖ Recognize environmental accomplishments through an awards program

Benefits to the Community

- ❖ Participation in KCB's Grant Program
- ❖ The opportunity to participate in the Proud Community Sign Program. This program is optional. A sign will be provided for posting at a city's entrance identifying it as a Keep California Beautiful city.
- ❖ A certificate of recognition signed by KCB Board representative, as an official KCB Proud Community
- ❖ Access to a network of other proud communities throughout California who share the same goals through information exchange, workshops and grant programs
- ❖ Quarterly newsletter and informational mailings
- ❖ Resources to conduct beverage container recycling, cleanup, and beautification projects
- ❖ Ability to post events on KCB's website
- ❖ Assistance in mobilizing volunteers for participation in community events
- ❖ Participation in regional workshops

Four Easy Steps to a Proud Community:

Step	Explanation
1. Complete the Proud Community application	A written application serves as a pledge of commitment to demonstrate community interest in establishing and maintaining an ongoing KCB program
2. Submit KCB fee	Membership in KCB's Proud Community Program is required before a community will be approved
3. Attend annual KCB workshop	A community representative is required to attend one of the annual KCB workshops

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4. Report activities annually

Complete an Annual Report and Data Collection Sheet, provided by KCB, stating accomplishments and program activities

Application

Community _____ County _____

Population Size _____ Organization Name _____

Contact Person _____

Address _____

City/State/Zip _____

Shipping Address (if different) _____

Telephone: _____ Fax: _____

e-mail: _____

On behalf of our community, we wish to be recognized as a "Keep California Beautiful Proud Community." We agree to fulfill the following annual requirements in the program:

- ❖ Maintain our Proud Community by paying a \$200 membership fee annually. Our first year's fee is enclosed.
- ❖ Send at least one representative from our community to a KCB workshop annually.
- ❖ Report community activities and results by completing an Annual Report form, provided by KCB, in January of each year for the prior year.

Signature _____ Date _____

Keep California Beautiful
8950 Cal Center Drive, Suite 145
Sacramento, CA 95826

Phone: 916-368-9301, Fax: 916-368-9304

For office use only:
Received: _____

Sign ordered: _____

Sign mailed: _____

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This program was made possible through corporate donations.

Annual Report for the Year _____

Community _____ Population Size _____

Name of organization _____

Contact Person _____ Title _____

Address _____

City/State/Zip _____

Shipping Address (if different) _____

Telephone: _____ Fax: _____

e-mail: _____ Reporting period: from _____ to _____

In the past 12 months, Mr./Ms. _____ attended a Keep California Beautiful workshop, located in _____, on _____.

Number of employees: _____ Paid ^(city) _____ Volunteer ^(date) _____ Part-time

Cost-benefit Ratio (if available) _____ *See attached Cost/Benefit Worksheets and Analysis
(government/volunteer and donation)

Annual Budget _____ City Funds _____ Grant Funds _____

Please complete the following statistical portion:

_____ Total number of cleanup events conducted by your program

_____ Miles of highway rights-of-way cleaned

_____ Total number of volunteer hours contributed to your program

_____ Miles of streets cleaned

_____ Total tons/pounds of trash and debris removed from clean-up areas

_____ Miles of waterways/shores cleaned

_____ Acres of parks cleaned

_____ Total pounds of beverage containers recycled

_____ Total television coverage minutes

_____ Total radio coverage minutes

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_____ Total column inches of newspaper/magazine

_____ presentations given

_____ Total number of workshops/talks/

_____ Total number of community events

_____ Total number of brochures/pamphlets Distributed

Please describe your community's beverage container recycling, litter prevention, cleanup, and beautification activities during the past year. If you are a new community, please explain your plans for the coming year. If a category does not apply to your community, simply enter N/A and explain why it is not applicable. You may attach separate pages if you need more space.

- ❖ **Beverage Container Recycling**
(i.e., residential & commercial curbside pickup, central drop-off centers - particularly non-traditional venues, such as multi-family residences, gas stations, etc.)

- ❖ **Litter Prevention and Clean-up**
(i.e., Adopt-a-Highway, Adopt-a-Spot, Adopt-a-Beach/Lake/River, citywide clean-ups, etc.)

- ❖ **Beautification and Property Improvement**
(i.e., landscaping, tree planting, parks development, etc.)

- ❖ **Youth Education/School Programs**
(i.e., litter prevention & proper waste disposal education, Waste-in-Place Curriculum, etc.)

- ❖ **General Public (Adult) Awareness and Education**

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- ❖ Litter Law Enforcement
(i.e., designated officer on staff, number of citations given for littering & illegal dumping, etc.)

- ❖ How has your Proud Community's involvement with Keep California Beautiful impacted your community?
(i.e., cleaner, changed attitudes, municipal cost avoidance, etc.)