

**Staff Report:**  
**Fresno Council of Governments**  
**Policy Board**  
 September 25, 2014

**Update on Fresno COG Highway Litter Cleanup**

The Fresno County Grand Jury recommended, and the COG Policy Board directed COG staff to formulate an approach to control litter along the highways of Fresno County. In response the concerns of the Grand Jury the following is a summary of work being done to address the problem.

**September 2014:** A vital part in the effort to reduce the litter on the freeways of Fresno County is the enforcement of litter laws. A presentation from the Fresno office of the California Highway Patrol focusing on their efforts to enforce litter laws on Fresno County Highways will be provided for the September meetings of the TTC/PAC and Policy Board.

**Keep America Beautiful Requirements:**

The Fresno County Grand Jury directed Fresno COG to become an affiliate of the Keep America Beautiful (KAB) organization. The application was submitted in December of 2013. The next steps are to form the Fresno County KAB Community Team to develop two base-line tools 1) the Community Appearance Index-Litter Index and 2) the Focus Area Survey. The KAB Staff Director of Affiliate Development will conduct a 75-90 minute training webinar for the Fresno County KAB Community Team which will detail the responsibilities. Prior to the webinar the KAB Director will send the materials required including the training manuals, the Community Appearance Index manual and additional resources. Following the preparation of the two surveys the Fresno County KAB Community Team will then prepare the *First Year Affiliate Goals and Strategies Plan*.

**KAB COMMUNITY TEAM DESCRIPTION**

***Team Leader***

Each Team must have a Team Leader. The Team Leader must be a good manager and a results-oriented leader. The Team Leader will:

- Hold Team members accountable for assigned tasks,
- Supervise arrangements for Team meetings, and
- Submit monthly progress reports to KAB and State Leader (if applicable).

**Team**

The Team shall consist of:

- 6-9 members (an entire existing board/committee may serve as members)
- members serve on one of 2 task groups for 2-3 months following initial training
- representatives from business, government and civic sectors
- individuals knowledgeable in the following areas:
  - business and organizational administration and governance
  - financial management
  - city/county government
  - geography of the community

- existing litter prevention, beautification and community greening and/or waste reduction recycling efforts
- university or college resources (if applicable)

Each team member must commit to attend a 75-90 minute *Training Workshop*. The Team members will be assigned tasks at the end of training and shall agree to accomplish assigned tasks within the 2-3 months necessary to complete affiliation requirements. The following profiles are provided to assist you in identifying people to serve on Team.

**Team: Community Appearance Index – Litter Index Task Group**

Team members will be responsible for overseeing the completion of the Litter Index. The Litter Index is a visual assessment of your community.

**Litter Index Tasks:**

- Prepare local scoring map
- Enlist 3-6 volunteers to perform the Litter Index
- Conduct Index and compile data

**Team: Focus Area Survey Task Group**

Team members will be responsible for completing the Focus Area Survey, a fact-gathering document that examines current educational programs relating to litter prevention, beautification and community greening, and waste reduction and recycling, existing ordinances and enforcement practices, and available resources and tools. City or county governmental representatives are especially suited for this area of work.

**Focus Area Survey Tasks:**

- Identify relevant resources in government agencies, businesses and civic organizations
- Complete and compile survey

The two task groups will be asked to work together to complete observations about what was learned from the Community Appearance Index - Litter Index and Focus Area Survey and may provide recommendations. The Observations and Recommendations will be used in the KAB Affiliate Training workshop to guide the development of the first year affiliate goals and strategic plan.

**Background:**

**Work was begun** in November 2013, and COG staff provided a report to the TTC/PAC and Policy Board regarding ongoing consultations with various agencies: Caltrans, California Highway Patrol, the national Keep America Beautiful organization, the Keep California Beautiful group, Keep Texas Beautiful, and the Keep Bakersfield Beautiful Committee founder and chair.

**Webpage development** has been completed which provides links to these websites as well as educational programs that are ready for use in schools, and general informational brochures and studies. In addition Caltrans has been successful in securing funding for parolee crews to help with the litter clean-up program. COG staff continues consultation with Caltrans to facilitate the airing of Public Service Announcements that have been developed by Caltrans.

In response to the request by the Fresno County Grand Jury, the Keep Fresno County Beautiful application for affiliation with the Keep America Beautiful organization was transmitted on December 23, 2013.

**Keep Bakersfield Beautiful Presentation:** In the interest of examining best practices from other regions who are addressing the litter problem, COG staff provided an article, in November 2013 , highlighting the approach used by the Keep Bakersfield Beautiful coalition in both cleaning up highway litter and providing meaningful jobs for clients of the Bakersfield Homeless Center. A presentation on this project was made for the March 20, 2014 Policy Board by Sal Moretti, Superintendent, City of Bakersfield Public Works Department, Solid Waste Division and John Enriquez, founding member of Keep Bakersfield Beautiful.

**September 2014:** Another vital part in the effort to reduce the litter on the freeways of Fresno County is the enforcement of litter laws. A presentation will be made by the Fresno office of the California Highway Patrol focusing on their efforts to enforce litter laws on Fresno County Highways for the TTC/PAC and Policy Boards.

**Fresno COG Litter Slogan Contest:** The Fresno COG staff held a contest to see who could create the best litter slogan and the winner was Kathy Chung's entry, "***Think Green, Keep Fresno County Clean!***" which will be added to Fresno COG webpage, agendas etc.

**Future Updates:**

At a future meeting, COG staff will schedule a presentation from Caltrans' Maintenance Program to explain the Adopt-A-Highway Program which will provide Fresno COG's member agencies the information on the potential of beginning a Fresno County member agency participant in the Adopt-A-Highway program.