



Staff Report

TO: City Council

FROM: Elizabeth Gibbs, City Manager
Darron Usher, Principal Management Analyst

DATE: September 2, 2025

SUBJECT: Participation in the CalTrans Clean California Community Designation Program

Description: Consider authorizing the Mayor to sign a pledge of participation in the Clean California Community Designation Program led by CalTrans and Keep California Beautiful (KCB).

Background and Analysis:

The Clean California Community Designation Program is a statewide initiative led by Caltrans in partnership with Keep California Beautiful. The program is part of Governor Newsom's \$1.2 billion Clean California initiative, which focuses on cleaning and enhancing public spaces across the state.

Through the Designation Program, cities have the opportunity to be recognized as a Clean California Community at no cost. To earn this recognition, a city must sign a participation pledge and complete at least 10 out of 15 program criteria within one year. These criteria include forming a Clean California committee, hosting community cleanups, conducting litter assessments, providing public education, engaging local businesses, and other related activities.

The attached matrix (**Attachment A**) outlines the tasks the City currently completes (Tasks 5, 7, 8, 11, 12, and 13) and identifies the tasks the City can complete (Tasks 1, 2, 3, 6, 9, 10, 14, and 15). If Council approves participation, staff will select four additional tasks to fulfill the requirement of completing 10 tasks in total.

Participation in the program will enhance community pride, support environmental stewardship, and strengthen the City's competitiveness when applying for future state and federal grant funding.

For reference, the Program Pledge (**Attachment B**) and the Community Checklist (**Attachment C**) are provided.

Fiscal Impact:

The estimated cost of preparing this staff report is \$300.

There will be minimal increases in expenses for participating in this program. There could be increases in revenue if the City applies for grants as this clean city designation will strengthen our grant applications.

Recommended Action:

Authorize the Mayor to sign the Clean CA Community Pledge for the City to participate in the Clean California Community.

Attachments:

- A. Checklist Task Table
- B. Clean California Community Pledge
- C. Community Designation Checklist