

## What is KCB's Proud Community Program?

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. The purpose of the program is to establish a standard for annual approval and recognition of California communities whose ongoing source reduction, recycling, litter prevention, and community beautification efforts are representative of Keep California Beautiful. KCB designates the title of **Proud Community** to cities and/or nonprofit organizations that have fulfilled the annual Requirements, which include: 1) a completed Proud Community application 2) an annual fee (\$200), 3) attendance at least one regional workshop, and 4) completion of an annual summary report of community activities. 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 recycling programs that can increase economic development and change citizens' attitudes and behaviors about litter and recycling.

### Program Goals

- Increase community interest in source reduction, recycling, litter prevention, and beautification programs.
- Share statewide resources with local communities, supporting 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.
- Assist communities applying to the Keep America Beautiful Local Affiliate system.
- Recognize environmental accomplishments through an awards program.

### Benefits to the Community

- 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 access to online community communications network.
- 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

- 1) Submit a completed Proud Community application.
- 2) Submit the an annual fee (\$200).
- 3) Attendance at one regional workshop.
- 4) Completion of an annual summary report about community activities. (May be filed via email)

# Proud Community Application

Community \_\_\_\_\_ County \_\_\_\_\_

Population Size \_\_\_\_\_ Organization Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Shipping Address (if different-No P.O. Box for shipping)

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 status 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 \_\_\_\_\_

**Mail or Fax to:**

**Keep California Beautiful  
8950 Cal Center Drive, Suite 145  
Sacramento, CA 95826-3626  
Phone: 916-368-9301, Fax: 916-368-9304**

*For office use only:*

*Received:*

# Proud Community Annual Report 2008

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 \_\_\_\_\_  
(city) (date)

Number of employees: \_\_\_\_\_ Paid \_\_\_\_\_ Volunteer \_\_\_\_\_ Part-time \_\_\_\_\_

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

Annual Budget: \_\_\_\_\_ City Funds: \_\_\_\_\_ Grant Funds: \_\_\_\_\_

**Please complete the following statistical portion:**

- \_\_\_\_\_ Total number of cleanup events conducted by your program
- \_\_\_\_\_ Total number of volunteer hours contributed to your program
- \_\_\_\_\_ Total tons/pounds of trash and debris removed from clean-up areas
- \_\_\_\_\_ Total pounds of beverage containers recycled
- \_\_\_\_\_ Total pounds of E-Waste and Cell Phones collected
- \_\_\_\_\_ Total pounds of U-Waste collected
- \_\_\_\_\_ Total square feet of graffiti removed
- \_\_\_\_\_ Total number of illegal dump sites cleaned up
- \_\_\_\_\_ Miles of state highway rights-of-way cleaned (AAH Program)
- \_\_\_\_\_ Number of AAH sites adopted in your community (Goal is 100% participation)
- \_\_\_\_\_ Miles of county/city streets cleaned (Local Adopt-A-Street Program)
- \_\_\_\_\_ Miles of waterways/shores cleaned
- \_\_\_\_\_ Acres of parks cleaned
- \_\_\_\_\_ Number of trees, flowers and bulbs planted
- \_\_\_\_\_ Total television coverage minutes
- \_\_\_\_\_ Total radio coverage minutes
- \_\_\_\_\_ Total column inches of newspaper/magazine
- \_\_\_\_\_ Total number of workshops/talks/presentations given
- \_\_\_\_\_ Total number of community events
- \_\_\_\_\_ Total number of website hits

Please describe your community's source reduction, 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. Please see attached separate pages if you need more space. (Please submit pictures and support materials electronically so we may post information about your community on the KCB website)

- Source Reduction (i.e., promotion of resource conservation activities)
- Recycling (i.e., Beverage Container programs, residential & commercial curbside pickup, central drop-off centers - particularly non-traditional venues, such as special events 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.)
- Volunteer Recognition Program
- General Public (Adult) Awareness and Education
- Partnership Development