KEEP IT CLEAN CAMPAIGN

Change the Policy
Change the Practice
Change the Culture
COMMUNITY ENGAGEMENT

Mount Washington
7-30-2013

Lincoln Heights
8-8-2013

Pico Union –
University Park
8-15-2013

Chinatown-Victor Heights–
Solano Canyon
8-22-2013

Angelino Heights - Elysian
Park – Temple Beaudry
9-19-2013

COUNCILMEMBER CEDILLO’S LISTENING TOURS

Montecito Heights
10-1-2013

Highland Park
10-10-2013

Westlake – Koreatown –
Rampart Village
10-16-2013

Cypress Park –
Glassell Park
10-23-2013
A constituent contacted our office last Friday to report a street swamped with trash. Our field team responded immediately and two hours later, the trash was nowhere to be found.

Encampment at Debs Park near the Avenue 52 (110 Freeway entrance) was of growing concern to Montecito Heights and Sycamore Grove residents. The summer heat and dry brush made for vulnerable fire conditions. CD1 Field Deputy Sylvia Robledo worked with community members, the LAPD Senior Lead Officer Graziano and the Department of Recreation and Parks on the situation. A note was delivered to the encampment but it was deserted before we could speak to the person living at the site.
Main/Mission Gets Cleaned Up

CD1 first learned of this site from the City Attorney back on July 15th. It has a history for its conditions of trash, bulky items, graffiti and homeless encampments. The area has been completely fenced off, “No Trespass” signs have been placed, graffiti has not recurred and the walls are clean, and trash and debris have been cleared. With the help of: the General Services Department, Bureau of Sanitation, LAPD, LAHSA, and Graffiti Busters, we have transformed a blighted city owned site into a secured and clean site. We will now move forward on exploring with the Lincoln Heights communities and others to make a usable, safe, and friendly open space.

Sycamore Grove Cares

Montecito Heights residents are strong advocates for public safety issues at Debs Parks and Sycamore Grove Park; cleaning up trash, preventing fires and finding alternative housing for homeless encampment residents. The Los Angeles Homeless Services Authority (LAHSA) agreed to do a survey of the homeless encampments in Debs Park and Sycamore Grove Park to assess the needs of the individuals living there. LAPD also initiated outreach to the individuals to provide services available to them. Proximity of encampments to the park and surrounding brush could lead to brush fires. The council office will continue to work with constituents, social service providers and the LAPD to promote public safety with other encampments along the Arroyo Seco.
Glassell Park 3rd Annual Community Clean Up

Well over 300 community members from Glassell Park area schools took to the community to sweep, rake, paint, and shovel to beautify neighborhoods. Councilmember Cedillo was happy to have supported this clean up and encourages every community in the district to take the initiative and invite us to help make our vision of clean streets in CD1 a reality.

Particular acknowledgement and appreciation for the leadership of Bradley in coordinating the clean-up and to Art Camarillo, Maggie and Mark Quiroz, Baltazar Vega, and Maggie L. Robles with the Glassell Park Neighborhood Council for making this experience a success for everyone.

Councilmember extended his deepest appreciation to the students and staff from Glassell Park Elementary School, Santa Rosa Charter Academy, Sonia M. Sotomayor High School Campus, & Learning Complex, Los Feliz Charter School for the Arts, and St. Bernard Catholic School for spending their Saturday volunteering.
KEEP CD1 CLEAN
COLLABORATION AND PARTNERSHIPS
BUREAU OF SANITATION & LA CONSERVATION CORPS

COUNCILMEMBER CEDILLO’S 3-PRONG STRATEGY
FIRST – CHANGE THE POLICY OF THE CITY

• OCTOBER 11, 2013 COUNCILMEMBER CEDILLO MOTION FOR
  $600,000 FUNDING AND
  BUREAU OF SANITATION ESTABLISHMENT OF CD1 CLEAN STREETS
  PILOT PROGRAM
• OCTOBER 15, 2013 ADOPTED BY CITY COUNCIL
• OCTOBER 29, 2013 CONCURRENCE BY MAYOR

By allocating funds to the ‘Keep It Clean’ campaign, we have been able to expand the resources to collect trash and bulky items throughout the district. Instead of collecting trash and bulky items once a week, this pilot project has Sanitation collecting trash throughout CD1 five times a week.
BUREAU OF SANITATION
CD1 CLEAN STREETS
PILOT PROGRAM
HOT SPOTS
Before - After

ALLEY - 11th/12th Arapaho & Magnolia

ALLEY - Between Bonnie Brae and Westlake

ALLEY – Pico Blvd between Hoover & Arapahoe

UNDERPASS – Verdugo Road/Glendale Fwy

PARKWAY - 12th to 11th between Hoover & Arapahoe

ALLEY – Venice/Pico
Councilmember Cedillo kicked off his ‘Keep It Clean’ campaign with the installation of 3 solar powered trash compactors in MacArthur Park. He unveiled this state of the art technology that is powered by natural solar energy and displays the ‘Keep It Clean’ campaign and CD1 logo. These solar trash compactors will eventually be installed throughout the district. This is one of the many ways Councilmember Cedillo plans to keep CD1 Clean.
The primary staging site of the massive clean-up was at MacArthur Park. Residents were so excited to participate that the number of volunteers exceeded our expectations.

- Over 500 volunteers gathered at MacArthur Park
- 100 additional volunteers at Magnolia Place in Pico Union
- 100 volunteers at the Highland Park Recreation Center
- 25 volunteers at the Montecito Heights Recreation Center
- Over 5 tons of trash was picked up. Trash included bulky items, particles and overgrown weeds.
CEDILLO’S 3-PRONG STRATEGY
SECOND – CHANGE THE PRACTICE

LA residents have been asked to leave their bulky items out and Sanitation would pick the items up along with the weekly trash pick-up. CD 1 residents have moved to a new system that asks residents to instead call to make an appointment with Sanitation, who will come to their door to pick up bulky items.

LA SANITATION BULKY ITEM COLLECTION PROGRAM

Don’t let abandoned furniture and debris add blight to your neighborhood. Contact Los Angeles Sanitation for Bulky Item Collection—call 1-800-773-2489, or send an email to SAN.CallCenter@LACity.org. It’s really simple. Once your appointment is scheduled, just place the items curbside the evening before your collection day, and our crews will gladly remove them. When making an appointment, please provide a list of the bulky items you wish to have collected. We pick up household furniture, mattresses, appliances, televisions, computer monitors, etc.

“What if the items do not belong to my household?” No worries. We do not limit the number of times you can call for service, whether it is for you, or to report discarded bulky items. So, go ahead and be the champion your community deserves—CALL 1-800-773-2489 for Bulky Item Collection.
CEDILLO’S 3-PRONG STRATEGY
THIRD – CHANGE THE CULTURE

CD1 has embarked on a robust outreach and community education program. Every time an alley or street is cleaned up, CD1 staff sends out 500 letters to surrounding residents explaining our efforts and letting them know that they are an equal and important partner in this campaign. Team Cedillo through canvassing, CD1’s newsletter, and at community meetings and events promotes and educates residents about CD1’s KEEP IT CLEAN campaign and gives them the phone number to our office, Sanitation and the City’s 3-1-1 service.

LA TIMES COVERS CEDILLO’S TRASH REMOVAL SUCCESS

CD1 efforts to ‘Keep It Clean’ made front page news!

The ‘Keep It Clean’ campaign was launched in July, 2013 to change the culture of dumping bulky items and trash throughout CD1. Through a pilot project with the Bureau of Sanitation and the Los Angeles Conservation Corps, we have been able to allocate financial resources to increase clean-up activities in CD1.
CD 1 KEEP IT CLEAN
CLEAN STREETS PILOT PROGRAM
ACHIEVEMENTS

By Mid-October 2013
650,000 lbs. or 325 tons of trash removed
155 alleys cleaned

By 1/24/2014 – 6 month mark
1,060,000 lbs. or 530 tons of trash removed
284 alleys cleaned

Big Belly Program Launch

Why Solar Panel Trash Receptacles?
• Provides a solution to a common problem
• Improves existing operations & enhances efficiency
• Demonstrates commitment to cleanliness/sustainability
• Enhance overall well-being of the local area
• Increased capacity of more than 150 gallons means no overflows and collections can happen less frequently
CD1 CLEAN STREETS PILOT PROGRAM TO GO CITYWIDE

- November 2013 – Councilmember Cedillo introduced motion to expand the ‘Keep It Clean’ campaign city-wide. CD1 pilot program’s enhanced services, increased collection, and robust education campaign have helped to tremendously reduce the trash on CD1’s streets.
- March 19, 2014 – Public Works Committee unanimously recommends 2 options to City Council for consideration and approval for city-wide implementation.
- April 30, 2014 – Council adopts Councilmember Cedillo’s substitute motion to implement city-wide ‘Keep It Clean’ program.
  a. Bureau of Sanitation (BOS) be instructed to develop a data driven neighborhood cleanup program that will allow each Council Office to select the level of service; and use available funds to support it
  b. BOS be instructed to develop this program based on tonnage/level of service requested, and modeled after LAPD COMPSTAT, to adequately deploy resources.
  c. BOS be instructed to work with the Chief Legislative Analyst, City Administrative Officer and the City Attorney to develop the specified data driven targeted bulky item/neighborhood cleanup program based on tonnage/statistics and the identification of different service level needs; and develop proposed adjustments/modifications to existing City policy/ordinances to clearly place administration of the abandoned waste/illegal dumping cleanup activity within the BOS.
- May 2, 2014 – Mayor Concurred.
CITY-WIDE KEEP IT CLEAN PROGRAM FUNDED

KEEPING OUR COMMUNITIES CLEAN

• The budget adds $5 million to clean up streets full of blight and bulky items.
• The budget adds $2.1 million to maintain medians and enhance neighborhoods.
• The budget restores $1 million for graffiti abatement.
• Maintain Parks: The budget restores $500K million for park maintenance.
February, Field Deputy Ana Gomez kicked off the community clean up and education component of our ‘Keep it Clean’ Campaign in the communities of Westlake, Pico Union and Temple Beaudry.

March, CD1 sponsored or co-sponsored seven community clean ups. We supported 3 simultaneous clean-ups in the neighborhoods of Westlake and Pico Union in partnership with Berendo Middle School, CARECEN and the Olympic Community Police Station. Special thanks to our community partners:

- Para Los Niños
- Pico Union Neighborhood Council
- St. Thomas Church
- Marylind Foundation
- CARECEN Day Laborer Center
- Berendo Middle School
- Olympic Police Station
- Westlake South Neighborhood Council
- Temple Beaudry Community Members

Homeless Outreach at MacArthur Park

May 22nd, Councilmember Cedillo launched the Westlake Coalition. Forming the Westlake Coalition is the first step toward addressing homelessness in CD1. His first approach to the issue is to facilitate this interaction through the commitment of community partners to perform a monthly visit where services will be made directly available to the homeless population.

Partners include: Pacific Clinics, Good Shepherd, Proyecto Pastoral, Sunrise, Royal Palms, MacArthur Park Alliance, People Assisting the Homeless, Los Angeles Homeless Services Authority, Department of Social Services, Department of Mental Health, Recreation and Parks, AIDS Healthcare Foundation, MacArthur Park Neighborhood Council, and Central City Neighborhood Partners.
WORKING WITH COMMUNITY PARTNERS
KEEPING CD1 CLEAN

Lincoln Heights Cleanup
Highland Park Clean Up
Cesar Chavez Garden Earth Day Clean-Up

Highland Park Clean Up
‘Keep It Clean’ Student Community Clean-Up
Temple Beaudry Clean Up
CHINATOWN – ALAMEDA STREET TRIANGLE RECLAIMED
CLEANED OF TRASH, BULKY ITEMS, TREES TRIMMED, & IRRIGATION REPAIRED

Successes Through Collaborative Partnerships
Chinatown Business Improvement District
Los Angeles Conservation Corps
CD1 & SD1
Public Works
LAPD
LAHSA
TRANSFORMING BLIGHTED VACANT LOTS TO ACTIVE GREEN SPACE
Community Partnerships & Community Pride Ensures Sustainability

PATTON STREET PARK

ORD & YALE STREET PARK