



## **Clean Streets South L.A. Challenge Informational Packet**

*Thank you for your interest in participating the Clean Streets South L.A. Challenge! This packet will provide tips and instructions for how to complete the Challenge and earn an award for your organization. Below, find answers to some frequently asked questions. If you have any additional questions about the Challenge, please reach out to the Challenge administrator (contact information is located in the packet). Resources are also available online at [cleanstreetsla.com/clean-streets-challenge](http://cleanstreetsla.com/clean-streets-challenge)*

### **How do I know if my organization is eligible to participate?**

All neighborhood councils and organizations with a valid 501(c) 3 non-profit tax-ID are eligible to participate and receive an award. Note, individuals can apply on behalf of organizations but individuals cannot receive awards. Awards will only be granted to organizations such as the Neighborhood Council, church, or community non-profit.

### **What size award can my organization expect and when?**

The grant or award is distributed at the END of the Challenge period in August/September after your organization has completed its events and submitted its reporting for review. Your award will be based on the scale of your projects. Based upon projects from last year's Clean Streets Challenge. Awards ranged from \$500 to \$5000 with an average of about a \$1500 award for projects.

### **Do we need to form partnerships with additional organizations to apply?**

No, while you may work with other organizations to execute your Clean Streets Challenge events and strategies, it is not required and your organization can "go it alone" if it wishes to do so.



## **Why do we need to outline our full event plan and Challenge strategy in the application?**

Your application will serve as a road map for your Challenge. It also helps the Challenge committee determine the amount of your potential award based on the number, size, and types of events you anticipate doing. It also allows us to measure your accomplishments against your original event plan.

## **What is an event plan?**

An event plan is the actions your organization will take to improve street cleanliness. It can range from neighborhood beautification projects such as painting a mural, building a community garden, outreach efforts to raise awareness of the MyLA311 app, community clean ups, 311 Block Captain programs, or 311 outreach and education to raise awareness of the app. While these types of projects are tried and true, don't be afraid to get creative with different types of projects that you don't see listed here.

You should plan ahead and state in your application as many details about the date, size, and frequency of your events as possible so the committee can factor this in to your award potential. However, if you overstate your event plan so that not all events are accounted for in your reporting, the committee may reward you a slightly decreased final award.

## **What kind of support can we get from the Public Works Department for our events?**

We want to see you succeed so the Public Works Department can assist in some key areas. We can provide free clean up and painting supplies for hosting community clean-up events and graffiti removal including bags, gloves, rakes, brushes and paint through the Office of Community Beautification (see Tool Request Form attached in this packet). The Bureau of Sanitation can help with the final removal of collected trash from a community clean up (see contact sheet). We can also provide marketing materials such as MyLA311 postcards to help raise awareness of the app. Finally, there will be some opportunities to partner with



the Mayor's Volunteer Corps and the Mayor's Youth Council. Please reach out to the Clean Streets Challenge administrator for further information.

### **What is reporting? Is it important?**

Yes, it is very important! Reporting is what you will submit at the end of the Challenge in order to receive your award. Reporting takes many forms but essentially shows proof of your activities. For example, if you have block captains filing weekly reports to 311 on bulky items and other activities, your organization should save and list all of the Service Request Numbers that a block captain generates. If your organization hosts neighborhood clean-ups, reporting could consist of before and after photos, group pictures of volunteers, or a volunteer sign-in sheet. If your organization is distributing postcards to business and residences to raise awareness of 311 service, you can document this activity with photos. Any activity done as a part of this challenge should have an accompanying report if your organization is to receive their award at the end of the Challenge.

### **What happens if our application is approved but our organization cannot complete our events as listed?**

Plans change all the time and sometimes events will need to be canceled or rescheduled. Note you will only be awarded based upon events that you have completed and shown reporting for. If an event needs to be rescheduled, please notify the Clean Streets Challenge administrator.

### **Further questions?**

The Clean Streets Challenge administrator is Heather Johnson. He can be reached by email at [heather.johnson@lacity.org](mailto:heather.johnson@lacity.org) or by phone during business hours at 213-978-0325.



## Contact & Support

### Clean Streets South L.A. Challenge Administrator

For questions about the program, reporting, or assistance of any kind

Heather Johnson  
213-978-0325  
heather.johnson@lacity.org

### Clean-Up Supplies – Office of Community Beautification

When conducting clean-ups, you will need supplies such as trash bags, gloves, rakes, or other materials. Please reach out to the Office of Community Beautification. They request that you provide two weeks notice for any clean-ups so that they can ensure you have adequate supplies

OFFICE OF COMMUNITY BEAUTIFICATION STAFF		
NAME	COUNCIL DISTRICT ASSIGNMENTS	PHONE/EMAIL
Thomas Corrales	8, 9, 14,15	(213) 978-0230 Thomas.Corrales@lacity.org
Ana Huizar	1, 2, 6	(213) 978-0224 Ana.Huizar@lacity.org
Anna Ruiz	5, 10, 11	(213) 978-0231 Anna.Ruiz@lacity.org
Jason Valencia	3, 7, 12	(213) 978-0227 Jason.Valencia@lacity.org
Gerry Valido	4, 13	(213) 978-0223 Gerry.Valido@lacity.org

### Bureau of Sanitation Superintendents

When hosting clean-ups, you will likely need to coordinate with the Bureau of Sanitation to pick-up the collected trash bags at the end of your clean-up. Please contact one of the following area superintendents a few days before your event and give a location and time for the pick-up to occur.

James Moore -- James.E.Moore@lacity.org  
Gerardo Ramirez -- Gerardo.Ramirez@lacity.org

### Illegal Dumping Hotline

If you are aware of illegal dumping and can provide evidence or documentation of those perpetrating this act with either video, photo, or license plate records, please inform us via the following portal so we can pursue these violations:

[bit.ly/reportdumpingLA](http://bit.ly/reportdumpingLA)

NOTE: THIS IS A SAMPLE APPLICATION. TO PARTICIPATE, YOU MUST COMPLETE AND SUBMIT THE ONLINE VERSION AVAILABLE AT THE FOLLOWING WEBSITE  
[HTTP://WWW.CLEANSTREETS.LA.COM/CLEAN-STREETS-CHALLENGE/](http://www.cleanstreetsla.com/clean-streets-challenge/)

# Clean Streets South LA Challenge Application

Thank you for your interest in the Clean Streets LA Challenge! (¡Gracias por su interés en el desafío de Calles Limpias LA! Para completar esta solicitud en español, clic aquí:

<https://goo.gl/forms/2snc3p8UOYFLgRxi1>)

Clean Streets LA is a city-wide effort to clean our neighborhoods. The City of LA's Bureau of Sanitation (LASAN) is leading the efforts to clean our neighborhoods by distributing 5,000 new trash cans throughout the city over the next five years, hiring and training additional Sanitation crews, cracking down on illegal dumping, tracking the cleanliness of LA's streets with a street-by-street assessment system, and working with community partners like YOU to support community-driven clean-up activities.

The Departments of Public Works and Neighborhood Empowerment will distribute awards totaling \$20,000 for proposals to improve area neighborhoods based on the strengths of each application, including creativity, innovation, volunteer engagement, and social media strategies. We will also be evaluating the improvement metrics proposed and completed.

Before you begin your application, please review the following eligibility requirements and guidelines. If you have questions regarding your eligibility, or any part of the Clean Streets LA Challenge Application, please email [colin.sweeney@lacity.org](mailto:colin.sweeney@lacity.org)



## Eligibility

(1) Official Applicant must be either a Neighborhood Council or Community Group/Entity with a valid tax-payer identification number and filing status (i.e. Tax ID, 501(c)(3), etc.).

(2) Applicants must go through one of the training workshops that will be hosted by the Department of Public Works, Bureau of Sanitation throughout the month of April.

## Guidelines

The guidelines for the 2017 Clean Streets South LA Challenge are the "rules" of the program. They are provided to help you navigate through this application process.

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## GETTING STARTED

Neighborhood Councils and Community Groups interested in applying for an award must submit this application by May 1, 2017 in order to be considered for the Clean Streets South LA Challenge. On the following pages, Applicants will be asked to develop and submit ALL Five Action Plans in order to fully enroll: Participant Identification, Event Plan, Implementation Plan, Marketing and Outreach Plan, and a Reporting and Monitoring Plan. You may find it useful to type your answers in a Word document and transfer them into this Application when you are ready.

When designing your Action Plans, you should decide on projects that can be completed during the Challenge Period:

May 1, 2017 through July 31, 2017.

## WHO CAN APPLY

Applications will be accepted from South Los Angeles Neighborhood Councils and Community Groups/Entities with a valid tax-payer identification number and filing status (i.e. Tax ID, 501(c)(3), etc.). A Board Member of a Neighborhood Council may apply, but the official Applicant must be the Neighborhood Council. Applicants are encouraged but not required to partner with additional entities, which is intended to expand opportunities for jointly hosted neighborhood clean-ups.

Partnerships could include, but are not limited to: City-elected officials, LAPD Neighborhood Watch groups, Business Improvement Districts, Chambers of Commerce beautification committees, senior centers, school groups, church groups, service groups, home-owner associations (HOAs), environmental groups, neighborhood advocacy groups, non-profit organizations, or other elected offices (federal, state, county, commissions).

There is no limit on the number of partners that can be included on a single application, However, each application can only have one lead applicant. Partner agencies can offer support by providing technical support, volunteers, and materials and services. Get creative!

## PROJECTS

Projects can include neighborhood clean-ups, the creation of a Block Captain Program, Bulky Item Blitz Days with the MyLA311 mobile app, and more. Neighborhood cleanups are encouraged in all communities, however, additional interest is given in neighborhoods whose streets are ranked with a cleanliness score of '3' or '2' as defined by the Clean Streets Index.

<http://www.cleanstreetsla.com/cleanstat/>

## CHALLENGE EVALUATION PROCESS

The Department of Public Works and the Department of Neighborhood Empowerment will review, evaluate, select and determine the most improved neighborhoods based on the strengths of each

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application, as well as the improvement metrics proposed and completed. Improvement will be determined by using the street-by-street cleanliness baseline released by the City, self-reported improvements by each Applicant, and if needed, assessment by City staff.

The number of projects that will receive awards will be determined by the number of applications received, the number of projects completed successfully during the Challenge Period, and the criteria used to determine improvement.

#### AWARD PRESENTATIONS

Awards will be announced at the conclusion of the program.

### Identifying Participants

List all entities involved in your program. This will include one lead applicant (required) and optional partner applicants.

### Event Plan

Provide a description of your project(s). This is the WHERE and WHEN of your plan.

For Neighborhood Clean-up Events, include the dates, times, locations, expected volunteer turnout and, if applicable, the area of focus for the cleanup (litter, landscape, weed abatement, etc.). For all other projects, such as Block Captain Programs or MyLA311 Blitz Days, please provide us with details.

Neighborhood cleanups are encouraged in all communities, however, additional interest is given in neighborhoods whose streets are ranked with a cleanliness score of "3" or "2" as defined by the Clean Streets Index. <http://www.cleanstreetsla.com/cleanstat/>

### Implementation Plan

Provide an implementation plan that includes your schedule, strategy, and tactics required in order to successfully complete your Event Plan. This is the WHAT and HOW of your plan. Tell us what resources you will need.

Please note: The Department of Public Works, Office of Community Beautification can provide tools and supplies, such as trash bags, gloves, shovels, and rakes, free-of-charge to facilitate clean-ups within the City limits. Reservations are encouraged. Tools and supplies are available on a first-come, first-served basis.

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Your project(s) should take place between May 1, 2017 and July 31, 2017.

## Marketing and Outreach Plan

Provide a marketing and outreach plan that describes how you will engage your community and advertise your events and/or project(s). Will you utilize your Clean Streets Captains, Neighborhood Council Public Works Liaison, or Clean Streets Hero? How will you recruit volunteers?

## Reporting and Monitoring Plan

All events and projects should have metrics so that you can track and share your progress. The Department of Public Works, the Bureau of Sanitation, and the Department of Neighborhood Empowerment should be able to measure and/or evaluate what you have accomplished during the challenge.

You must include:

- Before and After photos of your clean-up site(s)
- At least one metric to measure success (e.g. number of bags of litter, number of volunteers)

Additional suggestions include:

- Completed sign-in sheets for all of your neighborhood cleanup participants, including organizers, volunteers, vendors, City agencies. We can provide you with templates!
- Group photos of your volunteers
- Photos and videos from your event(s)
- Show us your tweets, Facebook posts, and Instagram photos via screenshots



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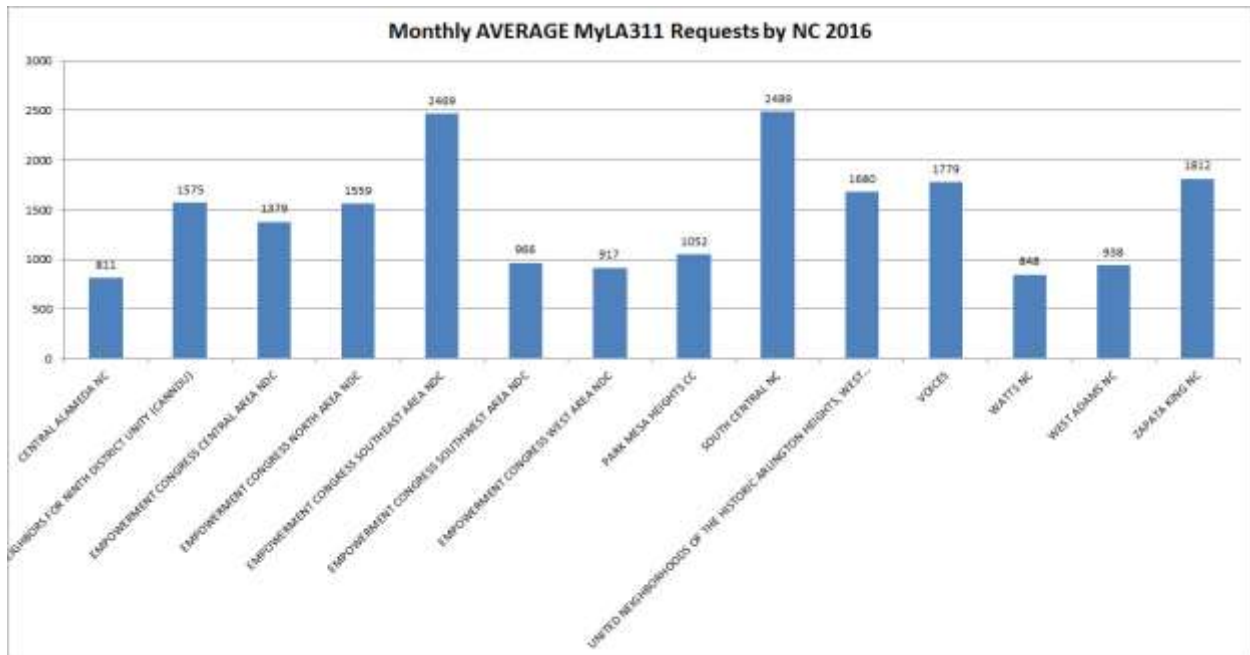
By checking the boxes below, you acknowledge that you agree to the terms of the Application. \*

- I/we have read the eligibility requirements and guidelines.
- I/we will not begin our Implementation Plan until we receive approval from the Clean Streets LA Team.

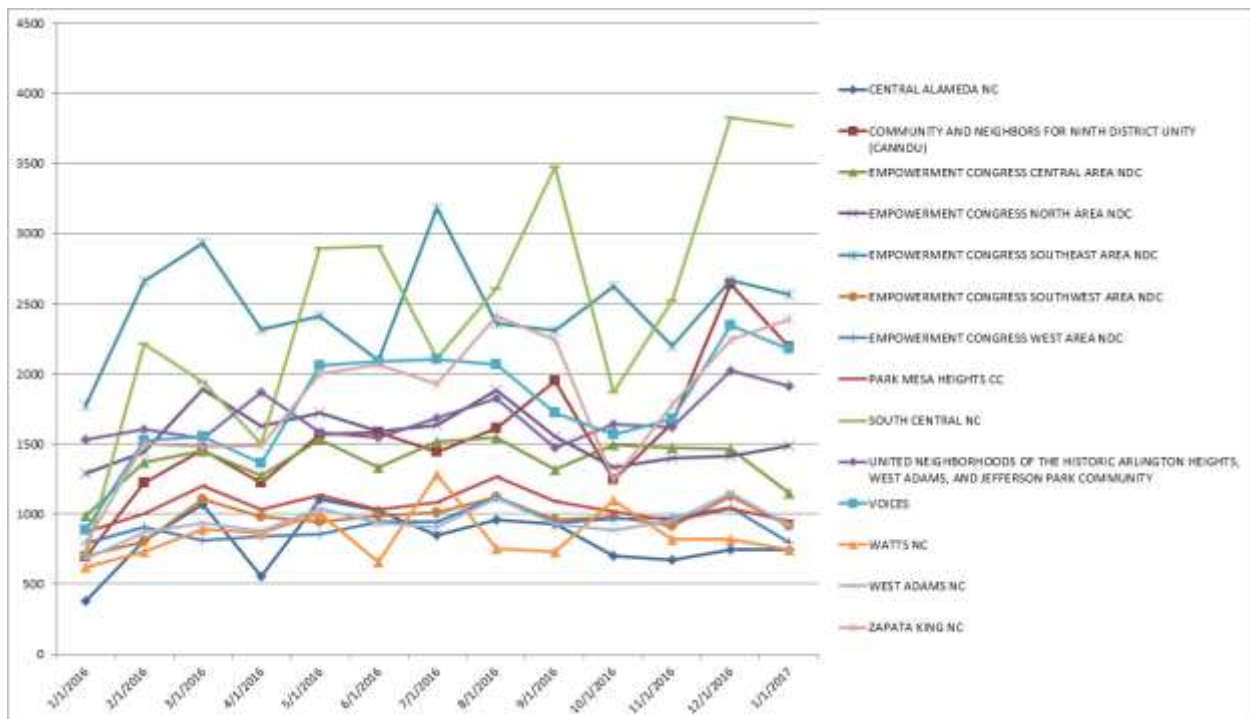
You have reached the end of the Clean Streets South LA Challenge Application. Thank you very much for participating. We will be in touch with you with an 'Approval To Proceed,' or with suggestions to improve your events and projects. In the meantime, please contact [colin.sweeney@lacity.org](mailto:colin.sweeney@lacity.org) if you have any questions.

BACK

SUBMIT



Number of Monthly Requests Using MyLA 311 App by Neighborhood Council Area





# TOOL REQUEST



REQUESTER			DATE:
PRIMARY CONTACT NAME	PHONE	EMAIL	
SECONDARY CONTACT NAME	PHONE	EMAIL	

CLEANUP DETAILS			
NAME OF CLEANUP	ADDRESS		ZIP CODE
DATE OF CLEANUP	START & END TIMES		
NO. OF VOLUNTEERS	AFFILIATED ORGANIZATION		COUNCIL DISTRICT
DELIVER BY DATE (TO SITE)	ADDRESS	ZIP CODE	WAREHOUSE PICKUP DATE
			OR

NOTES

CLEANUP TOOLS (LIST QUANTITY)	OCB USE
GARDEN RAKE	
VINYL GLOVES (50/BOX)	
LEAF RAKE	
LOPPING SHEAR	
MILL BROOM	
MINI BROOM (KIDS)	
PICK AXE	
PLANTATION HOE	
ROUND POINT SHOVEL	
SCOOP SHOVEL	
SIDEWALK SCRAPER	
SQUARE POINT SHOVEL	
STREET BROOM	
TRASH BAGS MEDIUM DUTY (100/BOX)	
TRASH BAGS HEAVY DUTY (100/BOX)	
WHEELBARROW	

PAINTING TOOLS (LIST QUANTITY)	OCB USE
COTTON RAGS (100/BAG OR 300/CASE)	
PAINT BRUSH (3")	
PAINT SCREEN	
PAINT TRAY	
ROLLER FRAME	
ROLLER COVER	
ROLLER HANDLE	
STEEL WOOL	
WIRE BRUSH	
KRUD KUTTER (1QT BTLS/6 PACK)	
GRAFF-X (1QT BTLS/12 PACK)	
SPRAY BOTTLE TRIGGER	

PAINT (LIST QUANTITY - 5 GAL BUCKETS - FOR GRAFFITI REMOVAL ONLY)	OCB USE
ASPHALT SEALER	
BRICK RED	
COWHIDE TAN	
ECOLOGY WHITE	
HYPERION	
LIGHT POLE	
PALOMINO BEIGE	
SEAL BLACK	
TOAST BROWN	
WHITE	
WHALE GRAY	
HYPERION BRIDGE	
RED CURB	

<b>OCB USE</b>	<b>OCB COORDINATOR:</b>	<b>RUSH</b> <input type="checkbox"/>
<b>CBO SUPPLYING? YES</b> <input type="checkbox"/> <b>NO</b> <input type="checkbox"/>	<b>CBO:</b>	<b>DATE SENT:</b>