



REPORT TO CITY COUNCIL

To: Honorable Mayor and Members of the City Council

Prepared by: Dream Extreme Future Leaders

Date: December 11, 2018

Subject: Future Leaders Advocacy Project Green Extreme

Recommendation

Approve the establishment of a community-wide program, Green Extreme, that assists in maintaining the appearance of the City of Lake Elsinore, while developing citizens' pride and civic virtue, and identify funding opportunities for program implementation.

Background

The City of Lake Elsinore currently has one annual program that began in 2014: Clean Extreme; as the city steadily grows, however, debris and trash are continuously littered on properties. To combat this, a program that meets more frequently- once every three months- is needed.

All Lake Elsinore residents would be encouraged to partake in this program not only to maintain city cleanliness, but volunteer and connect with their community. Dissatisfied citizens would have an option to commit themselves to meaningful service that improves the city's appearance, while older persons, if able, can improve their health by exercising. As an option for students that need to fulfill their community service requirements at school, Green Extreme is also expected to be particularly popular among the youth. No matter the age group, all citizens would gain pride in their community.

Discussion

As a part of the Dream Extreme Future Leaders program, participants chose an advocacy project that will further elevate the beautify City of Lake Elsinore. After careful consideration, Green Extreme was chosen as essential for the community and environment. The participants researched and decided on potential areas around the city that would benefit from the program:

- City Park, Lakepoint Park, McVicker Park
- Shorelines of Lake Elsinore
- Launch Point Campgrounds
- Streets
- Levees
- Hiking Trails
- Downtown Lake Elsinore

Each session, to ensure quality service, the volunteers would change the location that they work. Green Extreme would operate the second Saturday every three months, from 8 AM to 12 PM. Suggested supplies would include: gloves, trash-bags, and trash-grabbers. Participants hope to get donations from churches and local stores such as Lowe's, the Home Depot, and Walmart. Additionally, there will be sign-up forms to organize the volunteers, and waiver sheets will be given out.

The Green Extreme program acknowledges that elders, as well as the disabled, are not fully capable to enrich their community's appearance. A clean environment is necessary to attract and maintain a content population in the city, and, unfortunately, many citizens are unable to meet these standards. To address this issue, volunteers who are a part of Green Extreme can service authorized properties by doing yardwork, landscaping, and/or light maintenance such as painting or small repairs. Seniors aged sixty-five and older and disabled citizens would have to apply on a yearly basis in order to ensure that they meet the appropriate requirements. Each household would be allowed one day to be given service; by doing this, Lake Elsinore will become more appealing and thus attract more city customers and prospective citizens.

This event will be advertised to the high schools in the Lake Elsinore Unified School District, city-owned buildings and properties, and private businesses that support the cause. Posting on the City's Instagram, Facebook, Twitter, and YouTube accounts and making a page on the city website will advertise it as well. Organizations such as the Boy and Girl Scouts, churches, businesses, and student clubs would also be informed for both donations or volunteers.

Supplies required for the services that aid senior- and disabled-citizens must be provided by the recipient; thus, the only fiscal impact for this section of the program is staff time.

The program can be reevaluated in one year to alter the annual budget.

Fiscal Impact

Estimating that 100 people will show up to the events per session that occurs four times a year, each with one pick-up tool, a pair of gloves, and one trash-bag, the total annual cost is expected to be \$1,644.00.

After the first year, the price will drop significantly since the pick-up tools are reusable and only need to be bought once. In addition, additional supplies (including the ones listed) can be donated by businesses; this would bring the price down to virtually nothing. Donations and grants can also be provided from Keep America Beautiful.

Lowe's:

- 1) STYLE Selections 40-Count 39-Gallon Black Outdoor Plastic Trash Bags = \$10.00 (\$40.00)
- 2) The Safety Zone 100-Count One-Size-Fits-All Nitrile Cleaning Gloves = \$15.00 (\$60.00)

Home Depot:

- 1) Arc Mate Standard Series 20 in. Black Pick-Up Tool = \$14.24 (100 tools = \$1,424.00)

Misc.

- 1) Supplies (refreshments, etc.) \$30

Total

(4 events = \$120.00)
\$1,644.00