

# Place making in Riverside



Community Recognition Luncheon  
Annual Report 2018-2019  
October 17, 2019



**Donna Little**  
KRCB Board Chair

## CHAIR'S MESSAGE

Welcome to the **2019 Keep Riverside Clean and Beautiful Community Recognition Luncheon**. Today we celebrate many of KRCB's past year's achievements throughout our community. We are also here to acknowledge the significant contributions of some of our community volunteers and generosity of our partners, who are vital to the success of our program.

KRCB, led by director Connie Librenjak and her staff, Alex Rendon and Paolo Bilbao, organize beautification projects year round in all 7 Council Wards. Projects include the Santa Ana River Cleanup, Great American Cleanup and the Festival of Lights. KRCB promotes beautification efforts within our community, including its schools and businesses through the Clean Campus Competition and City Beautification Awards. KRCB also promotes water conservation with the Annual Waterwise Landscape Makeover fundraiser.

Today we acknowledge the efforts of all those that have helped to foster these ideals and for those that give back to their community. Your leadership, contributions and dedication to our community are sincerely appreciated. We congratulate you and thank you for helping KRCB carry out its mission: To instill a sense of community pride by creating partnerships that work toward the beautification of the City.

On behalf of the advisory board, I would like to thank you for celebrating with us today, and we look forward to our ongoing relationships and continued support in helping us Keep Riverside Clean and Beautiful!

Sincerely yours,

A handwritten signature in black ink that reads "Donna Little". The signature is written in a cursive, flowing style.

## KEEP RIVERSIDE CLEAN & BEAUTIFUL ADVISORY BOARD • 2019-2020

*The Keep Riverside Clean & Beautiful (KRCB) Advisory Board is comprised of the Greater Riverside Chambers of Commerce (GRCC) members who guide and volunteer for the KRCB program. The advisory board meets the first Tuesday of even months at the GRCC/Bourns boardroom at 7:30 AM.*

### BOARD MEMBERS

#### Mayor

**Ronald O. Loveridge**  
*(Retired) Chair Emeritus*

**Cindy Roth, Ex-Officio**  
*Greater Riverside  
Chambers of Commerce*

**Liz Pinney-Muglia,  
Ex-Officio**  
*Office of the Mayor*

**Donna Little, Chair**  
*Custom Service Systems*

**David Austin, Vice Chair**  
*The Austin Realty Group*

**Michael Blakely**  
*Community Member*

**Steven Bradshaw**  
*Burrtec Waste Industries Inc.*

**Megan Brousseau**  
*Inland Empire Waterkeeper*

**Scott Ditfurth**  
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#### Rachael Hamilton

*Rivers and Lands Conservancy*

#### Brian Johsz

*Athens Services*

#### Mary Kannor

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#### Robin Lang

*Community Member*

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*Linda Lawyer Insurance*

#### Gary Leach

*Community Member*

#### Alicia Ortiz

*Bank of America*

#### Pam Pavela

*Western Municipal  
Water District*

#### Timothy Peters

*SoCal Gas*

#### Jennifer Pfeffer

*Riverside Unified School District*

#### Bob Ryan

*HDR Engineering Inc.*

#### Robert Starr/Orion Goe

*The Toro Company*

#### Jason Tarasi

*Riverside Public Utilities*

#### Melissa Utterback

*Octo Green*

#### Ignacio Valdivia

*CR&R Environmental  
Services*

#### Archie Washington

*City of Riverside,  
Public Works*

#### Kathy Wright

*Community Member*

#### -STAFF-

#### Connie Librenjak

*Executive Director*

#### Alex Rendon

*Senior Project Coordinator*

#### Paolo Bilbao

*Project Coordinator*

# ANNUAL REPORT

July 1, 2018 - June 30, 2019

**Volunteers** .....6,875

*(Includes: Ward Projects, Adopt-A-Street, Clean Campus Competition programs, Board, Clerical)*

**Volunteer Hours** ..... 15,222

*(Includes: Ward Projects, Adopt-A-Street, Clean Campus Competition programs, Board, Clerical)*

**City Beautification Project Sites** ..... 146

*(Includes: Ward Projects, Adopt-A-Street, Clean Campus Competition programs, Board, Clerical)*

## Community Green Space

Trees planted .....25

Vines planted/Green walls.....1,091

## Waterway Cleanups

Fairmount Park..... 6

Santa Ana River with Inland Empire Waterkeeper.....8

City storm drains ..... 110

## Trail Cleanups

# of trail cleanups with Santa Ana River Trust/

Fairmount Park/Santa Ana River..... 10

## Litter and Illegal Dumping Collected

Pounds .....123,430

Tons .....61.72

## Graffiti Eradication

Gallons of Paint ..... 144

Tags removed.....1,925

## Adopt-A-Street Program

Volunteer Adopt-A-Street ..... 110

Sponsored Adopt-A-Street..... 40

# of Adopt-A-Street Cleanups.....504

Volunteers..... 4,203

Volunteer Hours ..... 6,839

## SIGNATURE PROJECTS AND EVENTS

- October 18, 2018** Community Recognition Luncheon –  
Riverside Marriott at the Convention Center
- November 23, 2018** Festival of Lights Switch On Ceremony –  
The Mission Inn Hotel and Spa
- November 30, 2018** Beautification Awards Judging Tour –  
Mayor’s State of the City Address
- December 4, 2018** Waterwise Landscape Makeover Preview
- January 8-9, 2019** City-wide Community Appearance Index
- January 24, 2019** Mayor’s State of the City Address  
KRCB Beautification Awards Presentation
- April 1-30, 2019** Clean Campus Competition
- May 11, 2019** Great American Cleanup

## WARD BEAUTIFICATION PROJECTS

*Litter Cleanups • Graffiti Abatement • Community Greening*

- Ward 1 September 29, 2018**  
Santa Ana River & City Waterway Cleanups,  
Riverside County Flood Control & Water Conservation District
- Ward 2 February 2, 2019**  
Dario Vasquez Park
- Ward 3 June 6, 2019**  
The Grove Community Church.
- Ward 4 November 3, 2018**  
Villegas Park
- Ward 5 April 6, 2019**  
California Baptist University
- Ward 6 June 4, 2019**  
The Grove Community Church.
- Ward 7 March 2, 2019**  
Rutland Park

## Remembering Bob Stewart

**K**ee America Beautiful's Clean Community Systems Committee (CCSC) was introduced to Riverside in 1975 by Dr. Peter Lewis and Art Pick, Chamber of Commerce Executive Vice President. A staff coordinator with the Chamber was assigned to this new group dedicated to a cleaner city because at the time, graffiti and litter were a problem in Riverside.



*Bob Stewart  
1933–2000*

In 1982, Bob Stewart was asked to chair the CCSC because of his dedication in cleaning up Fairmount Park. A natural leader, Bob served through 1990, heading efforts in graffiti removal, litter cleanup crews, and awareness campaigns throughout the city. His contagious enthusiasm attracted many people to “pitch in”. Under his leadership, the committee expanded the program from litter awareness to more complex tasks. Because of the further reaching goals, CCSC was renamed the Beautification Committee.

Bob went on to do many more projects for Riverside and the Chamber of Commerce, but he had the most fun being “Mr. Clean”, in his white overalls pushing a trash cart in the Centennial Parade (1983) accompanied by the committee’s mascot, Raquel Raccoon.

Keep Riverside Clean & Beautiful (KRCB) is proud to commemorate Bob’s perseverance with the award in his name, which endows a sense of continuity in the pride we have for the City of Riverside. Bob’s stewardship ended when he passed away in 2000. Each year since 2004, a community member is presented with the Bob Stewart Award for exceptional leadership and commitment to KRCB’s projects, programs and mission.

## BOB STEWART AWARD

*Each year this award commemorates Bob Stewart's dedication to a clean and beautiful Riverside. KRCB presents the award to a community member that has demonstrated longevity with leadership and passion for community beautification.*



### Councilmember Steve Adams

**C**ouncilmember Steve Adams was first elected to the Riverside City Council for Ward 7 in January 2004 and reappointed in September 2017, where he is currently serving his fourth term. Prior to his time on City Council, he served on the

Riverside Police Department Gang and SWAT Teams for 15 years before retiring due to injuries sustained in the line of duty. Councilmember Adams is a 61-year resident of the City of Riverside. He and his wife, Maryann, reside in the La Sierra neighborhood where they have been able to enjoy and witness the development and beautification of the City.

Councilmember Adams has been a longtime supporter of Keep Riverside Clean & Beautiful (KRCB) and has come out to every Ward 7 Beautification Project for the past 12 years. He always keeps the volunteer's safety top of mind and ensures that the KRCB staff is supported whether in rain or shine.

As businesses look to the City of Riverside for development opportunities and residents look for areas to serve, Councilmember Adams believes that organizations like KRCB are great assets in ensuring that Ward 7 and the City look beautiful. Through regular clean-up projects at local parks, schools and neighborhoods, KRCB continues to support the positive development of the City, all while building a sense of community pride and lifting the spirit of volunteerism within Riverside residents.

### Bob Stewart Award Recipients

2005 – Mike Blakely	2010 – Lisa Palmer	2014 – Mike Gardner
2006 – Dale McNair	2011 – Mary Kannor	2015 – Brenda Flowers
2007 – Dave Roger	2012 – Chris Mac Arthur	2016 – Dwight Tate
2008 – Linda Lawyer	2013 – Daniel Hantman	2017 – Robin Lang
2009 – Martin Paul		2018 – Lt. Gary Leach

### IRON EYES CODY AWARD

*This award commemorates the 1970 Keep America Beautiful ad campaign with Iron Eyes Cody, "The Crying Indian", who served as a symbol to remind our nation to preserve our natural resources and public land across the country.*



## Councilmember Andy Melendrez

**C**ouncilmember Andy Melendrez was first elected to serve as the Ward 2 Councilmember in January 2006 and is now serving his fourth term on the Riverside City Council. A lifelong Riverside native, Councilmember Melendrez has dedicated his efforts to creating positive change

and improving the quality of life throughout Ward 2, all while maintaining the rich cultural history and integrity of its neighborhoods.

More recently, Councilmember Melendrez approached Keep Riverside Clean & Beautiful (KRCB) about developing a program to clean city alleyways year-round for the safety of its residents. Through his leadership and partnerships with Gary Leach (retired Riverside Police Department Lieutenant & KRCB board member) and the City of Riverside, Public Works Department, KRCB launched the "Adopt-An-Alley" program on Saturday, May 12 at the Great American Cleanup. Since then, KRCB has successfully secured nine groups to adopt critical alleyways that will be cleaned and beautified up six times a year.

Councilmember Melendrez has dedicated himself to ensuring that the residents of Riverside's Ward 2 have access to services and programs that enhance and better the lives of all community members. He cares deeply about the residents and the positive and responsible growth of Ward 2, the Ward of Arts and Music.



## JUNIOR IRON EYES CODY AWARD

*This award also commemorates the 1970 Keep America Beautiful ad campaign with Iron Eyes Cody, "the Crying Indian," who served as a symbol to remind our nation to preserve our natural resources and public land. Each year KRCB searches for a young male adult who demonstrates exemplary leadership and volunteer participation with community beautification in the City of Riverside.*



### Justin Singh

Justin is a tenth grade student at Arlington High School and has been actively involved with KRCB since attending his first event at the age of four. As a youngster, he found enjoyment working alongside his mom and sister at various beautification projects. Today, he sometimes volunteers alone and will often point out trees and rose bushes he has planted, streets he's cleaned, park benches he's repainted and even removed litter and debris from Lake Evans in Fairmount Park. His feeling of community pride will remain with him throughout his lifetime.

With the KRCB program, Justin has learned teamwork, leadership and hard work while volunteering in the community over the years. He believes that young people should get involved so they too can experience the feeling of pride as they drive throughout their community knowing they are making a difference. KRCB looks forward to having Justin show up for a project ready to go and lead by example. When he signs up for a cleanup, KRCB always knows they can expect a reliable and dedicated volunteer willing to tackle any obstacle in front of him.



### LADY BIRD JOHNSON AWARD

*This award commemorates the former First Lady's many community beautification efforts throughout the nation. This year, KRCB awards an outstanding lady for her commitment and leadership with KRCB's Beautification Projects.*



## Griselda Martinez

**R**iverside has been Griselda Martinez's adopted home for nearly two decades. She used to walk the streets of her neighborhood and be disappointed in the amount of litter she would see, so she finally decided to take action and clean it herself.

Griselda first started volunteering with Keep Riverside Clean and Beautiful over six years ago. She was invited to participate in the Great American Cleanup after attending a community meeting and was somehow convinced to be a team leader. Although she was nervous, she reluctantly accepted because of the faith her peers at the Riverside Community Health Foundation had in her. Griselda was shocked by the transformation she saw in her community after the cleanup event. The change she saw in her neighborhood inspired her to continue to be involved and volunteer her time to help her community grow.

Now, Griselda is the first person that offers to lead a group of volunteers with her organization called "Residents of Eastside Active in Leadership," or R.E.A.L. for short. Her leadership and dedication to her community makes her one of the best role models in the Eastside neighborhood. Griselda's love of volunteering has been realized through the support and encouragement from RCHF, Kaiser Permanente, Councilman Andy Melendrez, and most importantly all of the residents that have volunteered their time and effort in Eastside.



## JUNIOR LADY BIRD JOHNSON AWARD

*This award commemorates the former First Lady's many community beautification efforts throughout the nation. This year, KRCB recognizes a recent University of California, Riverside grad for her work with Riverside County's Second District Youth Advisory Council.*



### Shelby Rogers

**S**helby Rogers graduated with a Bachelor's of Science Degree in Business Administration from the University of California, Riverside in June 2019. She served as a Legislative Intern to Riverside County's Second District Supervisor John F. Tavaglione and later Second District Supervisor Karen Spiegel. Shelby led the Second District Youth Advisory Council, which was comprised of 50 high school students. She taught them how to focus on their future and implement strategies to accomplish their goals.

Shelby became a regular at KRCB beautification projects, attending every single one since September 2017. She could always be counted on to be a role model for her students and a reliable team leader for KRCB beautification projects. Shelby always made it a point to educate her students about the importance of each person's impact on the environment and their civic responsibility to keep it clean. Although she graduated from UCR in June 2019 and has since begun her new position as the Corporate Affairs Assistant at TCL North America, Shelby hopes her students were able to walk away with a sense of ownership and pride in their community.

## SPRIT OF VOLUNTEERISM AWARD

*This award recognizes an exemplary group of volunteers for their outstanding leadership and commitment to KRCB's beautification projects throughout the City of Riverside.*



## THE GROVE COMMUNITY CHURCH



**S**ince its inception in Downtown Riverside in 1925, The Grove Community Church has always endeavored to be a great neighbor to the local community by serving and loving everyone that calls Riverside their home.

Each June, The Grove hosts Serve Week, a six day event where members of the congregation come together to give their time and energy to serve the various needs of the community.

This year, The Grove and Keep Riverside Clean & Beautiful (KRCB) partnered to host the Ward 3 and 6 beautification projects. They recruited 243 volunteers who eradicated 280 graffiti tags with 35 gallons of paint, planted 242 flowers and collected 4,715 pounds of litter.

Adam McIntyre, the Local Outreach Pastor said, "The members of the church who have spent time picking up trash, painting over graffiti and planting flowers, have seen first-hand how wonderful and enriching it can be to serve with one another and the importance of taking pride in keeping our neighborhoods clean."

The Grove loves Riverside. Serve Week and their partnership with KRCB is one of their ways of showing it.

## GOOD STEWARD FOR GRAFFITI AWARD

*This award recognizes an individual or organization that goes beyond the call of duty to follow leads and tips with an all-out effort to eradicate graffiti throughout the City of Riverside.*

## Riverside Community Health Foundation – Healthy Living Project



**T**he Heal Zone's Healthy Living Project (HLP) youth club of Riverside Community Health Foundation (RCHF) is a youth initiative that engages 12-19 year olds in East Riverside. RCHF's mission is focused on improving the health and well-being of the community. The program equips youth with the appropriate resources to promote social and environmental changes that are positive and sustainable within their community.

The HLP youth club used the concept of art to transform unsafe areas of Riverside for residents. They have become vital stakeholders through the installations of their progressive art concepts displayed on eight utility poles, several garage doors, and through a 150-foot thermoplastic asphalt art mural in response to the youth's mission of creating a safe zone within the Dwight and Ottawa Alleyway. The thermoplastic mural being the first produced and installed in Riverside reflects the HLP youth club's vision to convey joy, happiness, and community.

In partnership with the Riverside Community Health Foundation, the HLP youth club became the first organization to adopt an alleyway as part of KRCB's Adopt-An-Alley Program in the summer of 2019. They are devoted to preserving their art while keeping their community clean and safe. Their hope is the alleyway will serve as a catalyst for future transformations throughout Riverside.



## OUTSTANDING LITTER PREVENTION AWARD

*This year KRCB recognizes an outstanding organization for their consistent dedication to KRCB's Adopt-A-Street program and community beautification in the City of Riverside.*

### Second Birth Church



**H**aving participated in the Adopt-A-Street program since 2011, Second Birth Church has consistently demonstrated a dedication to community beautification that is second to none. They have cleaned their street 45 times since they adopted it over eight years ago. During that time, Second Birth Church has had a total of 564 volunteers perform 888 hours of community service. They have also collected an unprecedented 8,375 pounds of litter and bulky items over the course of their time participating in the Adopt-A-Street program. Last year alone, Second Birth Church accounted for 70 hours of volunteer work and recorded over 400 pounds of litter collected along University Avenue in Downtown Riverside.

Founded in 1890, Second Birth Church has been a part of the community for over 129 years and continues to support the on-going efforts of the City's vision to beautify the community. They feel as though the Adopt-A-Street program allows their members to be a part of the "big picture" by helping make the City of Riverside a better place to live, shop and worship in.

## OUTSTANDING WASTE MANAGEMENT AWARD

*This year we recognize an organization nominated by Burrtec Waste Industries, Inc. for their conservation efforts and waste management practices resulting in 69.4% of their waste streams diverted from landfills.*



**F**leetwood Homes has taken bold new steps to revolutionize the management of their waste stream by developing comprehensive new waste management and recycling programs as part of their production process. These protocols have been developed to maximize diversion of residual building materials for processing, reuse, and recycling to ultimately eliminate them from the landfill.

The changes at Fleetwood Homes have been led by General Manager Michael Espinosa and include the support of facilities, maintenance, and production team members. Fleetwood Homes has diligently worked on the identification, segregation, and proper placement of materials into source separated containers in order to divert all possible commodity types.

As a result of their efforts, approximately 135 tons of monthly waste is generated from materials such as inert, wood, and gypsum and have been separated and recycled. Ultimately, 69.4% of their waste stream has been diverted from the landfill which is the equivalent of preserving 31.2 acres of United States forests on an annual basis.



## ENVIRONMENTAL STEWARD AWARD

Each year, KRCB invites Riverside Public Utilities to nominate a local business in the City of Riverside that has demonstrated environmental stewardship within the organization. We look to recognize water and power conservation along with waste management practices that reduce the carbon footprint.



**R**iverside Unified School District (RUSD) is the 15th largest school district in California, serving nearly 42,000 students in 50 schools in the Riverside community. The District serves a large portion of Riverside, as well as unincorporated areas of Highgrove and

Woodcrest, and is home to world-class educators, hardworking teachers and students, and dedicated parents.

RUSD has been awarded with the California Clean Energy Jobs Act, Proposition 39 K-12 Program grant funds for energy projects that provide the District with numerous energy efficiency upgrades and clean energy generation opportunities. With these funds, RUSD has completed a variety of energy and water efficiency projects. Additionally, RUSD has partnered with Riverside Public Utilities (RPU) to complete Turf Replacement Projects at Gage Middle School and Sierra Middle School. These projects utilized RPU's Turf Replacement Rebates to convert approximately 170,000 square feet of water-thirsty lawn to a variety of colorful California-friendly plants, dry creek beds, and storm water capture systems sustainable to the arid Riverside climate. The nearly 4 acres of grass removed will allow RUSD to save over 7 million gallons of water per year.

Riverside Unified School District is a leader in environmental stewardship dedicated to the education, health, safety and supporting the community through a commitment of environmentally responsible operations.





## SPONSOR OF THE YEAR AWARD

*This year Keep Riverside Clean & Beautiful (KRCB) proudly recognizes two businesses for their generous contribution of time, skill and talent towards KRCB's Waterwise Landscape Makeover.*



**E**arthWorks Soil Amendments and Envision Landscape were formed to provide the landscape/soil remediation industry expertise in all facets of soil management. Their goal is to offer landscape contractors, architects and developers the most effective and efficient solutions to soil remediation and management problems. They are achieving this goal by supplying organic soil amendments, conditioners and fertilizers that are derived from non-toxic materials which are safe for the environment. They also offer soil and tissue analysis, formulation of custom mixes and blending specified mixes.



Each year, EarthWorks Soil Amendments and Envision Landscape donate their services to KRCB's annual fundraiser, the Waterwise Landscape Makeover. They work together with KRCB staff and other project partners to complete the installation of the irrigation and landscaping materials, resulting in the beautiful water wise landscaping of the winner's front or back yard.





**Athens Services**

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# We Proudly Acknowledge our 2019 Sponsors



*Keep Riverside Clean & Beautiful is a community program  
Sponsored by the City of Riverside's Public Works Department and the Greater Riverside Chambers of Commerce  
Our Mission... To instill a sense of community pride by creating partnerships that work toward the beautification of the City*



# Places to keep Riverside clean & beautiful



*in Downtown*



*on a hike*



*at the theater*



*on a library visit*



*remembering local heroes*



*at the playground*



*on a walk*



*at the pool*



*enjoying a concert*