

Criteria for Achieving the Designation of “Clean California Community.”

1. Sign the Pledge
2. Advisory Board
3. Partnerships
4. Community Input
5. Cleanups
6. Community Education
7. Youth Education
8. Greening & Beautification
9. Measure Progress
10. Long Term Planning

1. Sign the Pledge

San Clemente Rotary pledged to bring the Clean California Community to the City of San Clemente. The pledge was submitted February 26, 2025 – that means the project needs to be complete by February 26, 2026.



2. Advisory Board

An Advisory Body was established to steer the efforts of the project. Several of the members are from the San Clemente Rotary (Melinda Lester, Laura Bard, and Tyler Boden), two from the San Clemente Garden Club (Laura Bard and Patricia Holloway), one from the Citizens Climate Education (Patricia Holloway) and one student member from San Clemente High School (McPhinneaus Holmes-Selby).



Clean California Community Designation

Advisory Board

Melinda Lester
San Clemente Rotary
714-227-7866
melindalester@me.com

Laura Bard
San Clemente Garden Club
206-920-2117
bardlaura@gmail.com

Tyler Boden
San Clemente Rotary
949-310-5013
tyler@bodenenergysolutions.com

Patricia Holloway
Citizens Climate Education
949-378-7890
pat13holloway@gmail.com

McPhinneaus Holmes-Selby
Interact Club -San Clemente High School
socalselby@gmail.com

Website:
<https://sanclementerotary.org/>

Instagram:
https://www.instagram.com/san_clemente_clean_california

Facebook:
<https://www.facebook.com/rotarysanclemente>





Clean California Community

Advisory Body Meetings

Date	Type	Topics	Attendees
February 12, 2025	Steering Meeting	Initial Meeting	Melinda Lester, Laura Bard, Tyler Boden, Patricia Holloway
March 20, 2025	Presentation	Project Outline	Melinda Lester, Laura Bard, Tyler Boden, and Interact Club members
April 17, 2025	Steering Meeting	Planning, budgets, outlining tasks, calendar, defining projects	Melinda Lester, Laura Bard, Tyler Boden, Patricia Holloway
April 21, 2025	Partnership Discussion and Presentation	Project Outline	Melinda Lester, Cindi Juncal (Nobel Path Foundation)
May 28, 2025	Steering Meeting	Report on progress, grant submissions and organize events.	Melinda Lester, Laura Bard, Tyler Boden, McPhinneaus Holmes-Selby
June 3, 2025	Partnership Discussion	Discussion on possible Trash Collection event	Melinda Lester, Tyler Boden, John Balliet - CR&R Inc.
July 1, 2025	Steering Meeting	Report on Progress, Organize upcoming events	Melinda Lester, Laura Bard, Tyler Boden, Patricia Holloway, McPhinneaus Holmes-Selby
July 9, 2025	Partnership Discussion	Discussion on possible Trash Collection event	Melinda Lester, Tyler Boden, Laura Bard, Brad Baker, Principal SCHS
August 14, 2025	Presentation	Report on Clean California Community Designation	Melinda Lester presents to the Rotary Club (approximately 40 members present)
September 24, 2025	Partnership Discussion	Planning meeting	Melinda Lester and Lisa Davis, President Capistrano Unified School District
October 3, 2025	Steering Meeting	Report on progress, long-term planning, and planning remaining events	Melinda Lester, Laura Bard, Tyler Boden, Patricia Holloway, McPhinneaus Holmes-Selby
January 13, 2026	Steering Meeting	Address Remaining Criteria to finalize	Melinda Lester, Laura Bard, Tyler Boden, Patricia Holloway, McPhinneaus Holmes-Selby

3. Partnerships

After establishing the Advisory Body, the group each tried to engage other members of the community with participation in our clean ups, activities and initiatives. We met with local non-profits to have them help in our efforts. Because we had previously worked with City members on Arbor Day and to gain a grant, we had some contacts come from that relationship. Additionally, we reached out to several others that would also bring in a variety of other community support. These members assisted at our beach clean ups, connected us to support clean up at the San Clemente Ocean Festival, and helped engage the local schools, elementary, middle school, and high school, in the efforts. The Love San Clemente effort was a part of this collaboration.



Partnerships

Dr. Brad Baker, Principal
San Clemente High School
949-492-4165
bwbaker@capousd.org

Cindi Juncal, President and Founder
Noble Path Foundation
949-234-7259
info@TheNoblePathFoundation.org

Susie Lantz, Chief Executive Officer
San Clemente Chamber of Commerce
949-492-1131
Info@scchamber.com
susie@scchamber.com

Terry Hughes, President
Boys & Girls Club
949-456-4984
terrencehughes63@gmail.com

Beth Apodaca
San Clemente Senior Center

John Balliet, Sustainability Specialist II
CR&R Incorporated Environmental Services
714-899-2482
949-620-7164
johnb@crrmail.com

Niki Beach
City of San Clemente
beachn@san-clemente.org

Summer Strauch
San Clemente Ocean Festival
646-244-1502
execdirector@oceanfestival.org

Lisa Davis, President
Capo Unified School District
Love San Clemente
909-322-1970
lisadavis6@gmail.com

San Clemente Garden Club

San Clemente High School Interact Club

4. Community Input

To gain community input on the status of the litter problem in San Clemente, we utilized a survey from the Clean California Community website resources. We published the survey and sent out the links to our contacts as well as our community partners so they could also forward it to their groups. We also published a flyer with the link and QR Code included so that we could use at various meetings/functions. This was especially useful for the Love San Clemente planning groups as they sent it to their school and church community members. The survey is 8 questions about the impressions of litter collection and the cleanliness of the community. Since the City is really responsible for litter removal, we will also publish the results so that the City can receive a copy. The survey results are attached.

Results from the survey showed the community feels the city and citizens keeps the community as clean as possible but areas that could use improvement are on freeway on and off ramps, streets and sidewalks, and parking lots. In our long-term plan, we intend to address these issues as well as working with groups to pick up litter more regularly.



San Clemente Rotary has partnered with other local non-profits to gain the designation of a **Clean California Community** for the City of San Clemente. We are already involved with several activities to keep our community clean (Beach Clean Ups, Arbor Day, California Coastal Clean Up Day, Love San Clemente's Day of Service, etc.), but, we need your input!

Please log in to the link below to fill out this brief survey and let us know your thoughts on what is needed in San Clemente:

<https://www.surveymonkey.com/r/C7589BN>



Results from San Clemente Litter Survey start on next page.

Survey Results – Summary

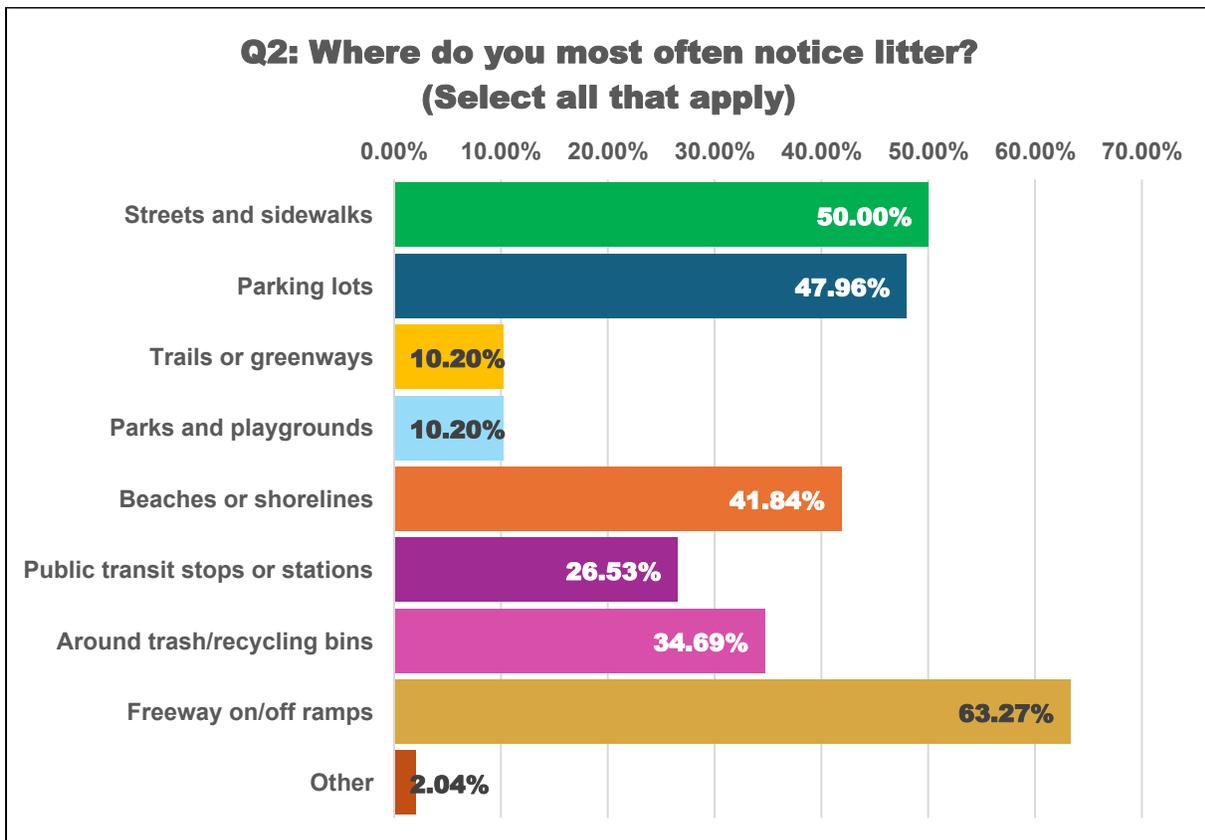
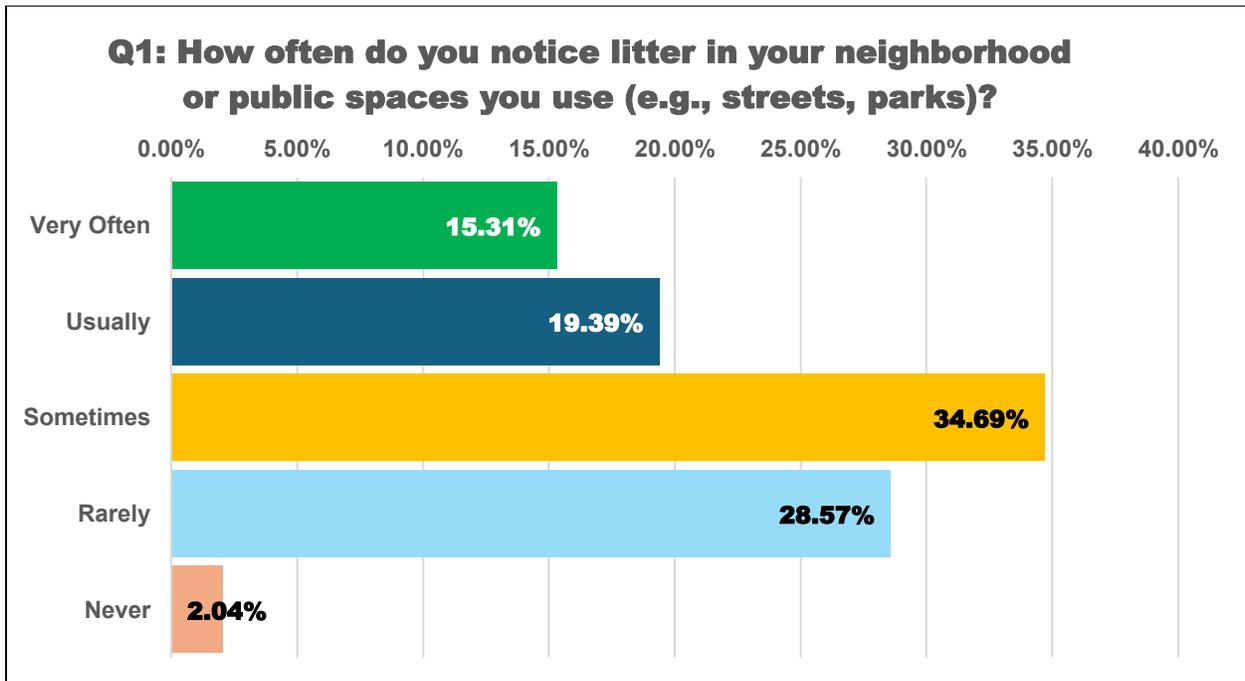
The results from the survey included 98 civically aware individuals. All questions were answered by all participants.

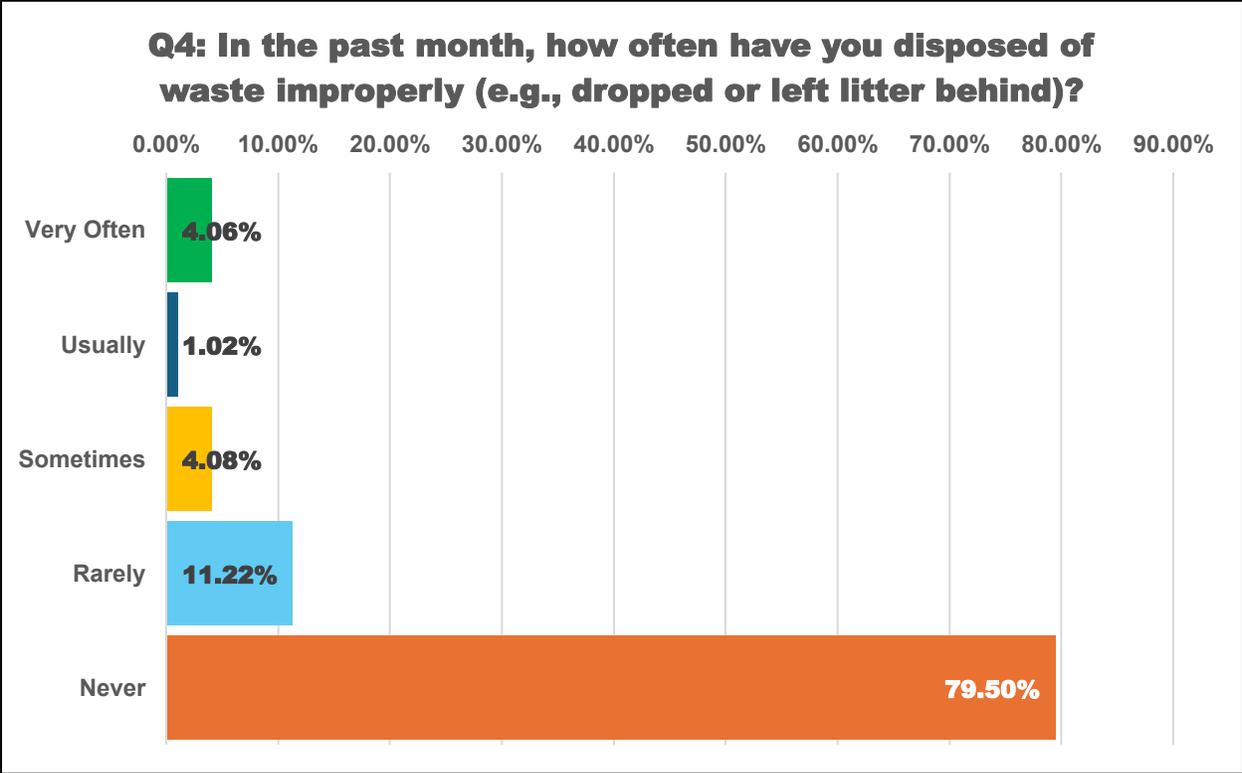
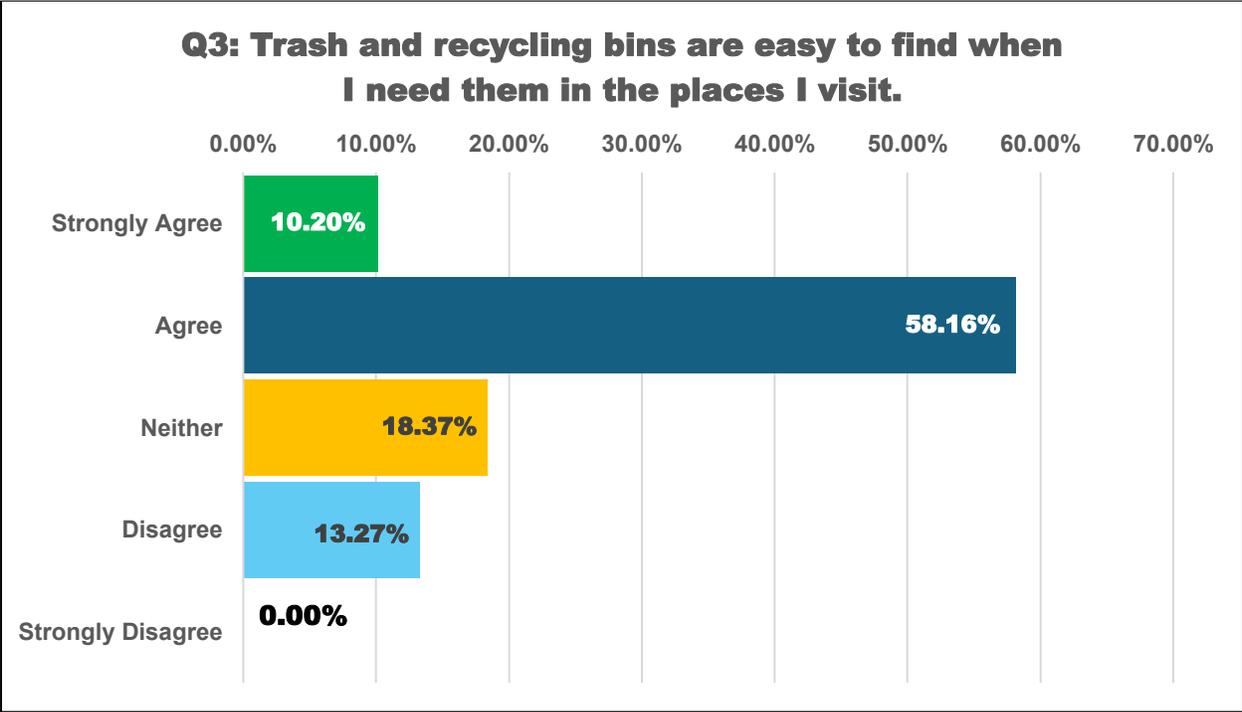
Highlights of the results include:

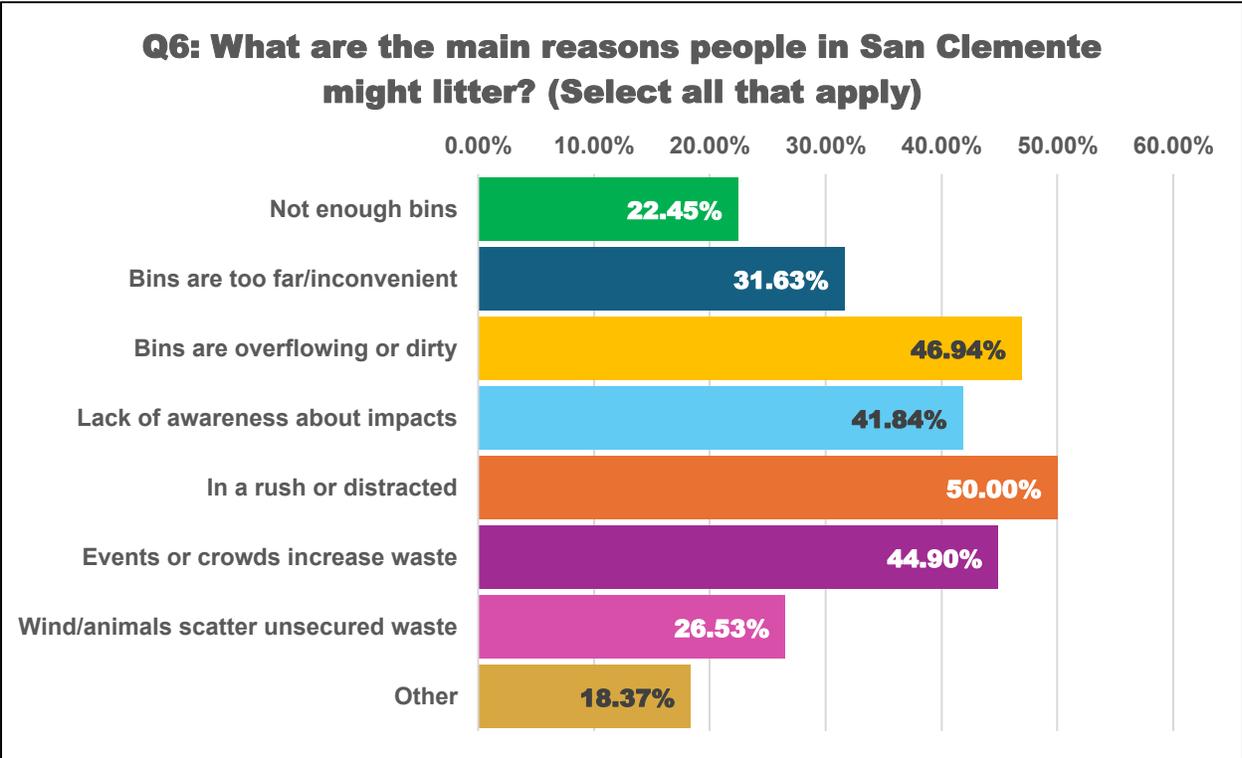
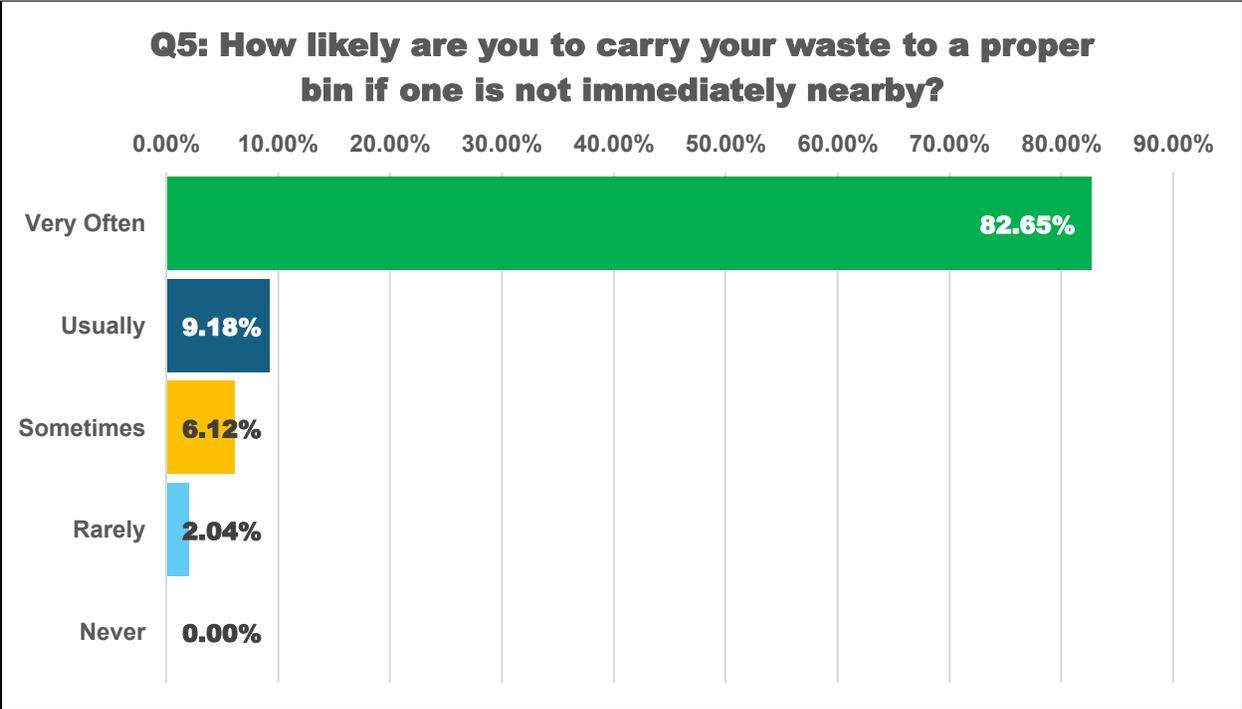
- Nearly 70% of the participants noticed that litter impacts the city public areas
- 68% Agree or Strongly agree trash/recycling bins are available when needed
- The most noted places that trash exists are
 - 63% Freeway on/off ramps
 - 50% Streets and sidewalks
 - 48% Parking lots
 - 42% Beaches or shorelines
- Over 80% of respondents felt they acted responsibly in trash disposal
- The main reasons respondents feel litter happens in the City include
 - 50% In a rush or distracted
 - 47% Bins are overflowing or dirty
 - 45% Events or crowds increase waste
- Actions the respondents feel could improve litter removal include
 - 53% Add more trash/recycling bins
 - 52% Collect bins more frequently
 - 49% Volunteer cleanups
 - Additionally adding more public education and awareness campaigns or adding more bins/cleanup during events would help
- Over 80% of the respondents were Satisfied or Very Satisfied with the cleanliness of public spaces in San Clemente

While trash is a fact of life in a beach area, improving the areas that are noted could support more citizens taking litter issues more seriously and have a more “top-of-mind” awareness with their actions. However, working with CalTrans to improve the litter clean up at on/off ramps from the freeway and adding additional trash/recycle bins in high traffic areas and/or more frequent collecting the trash would be helpful.

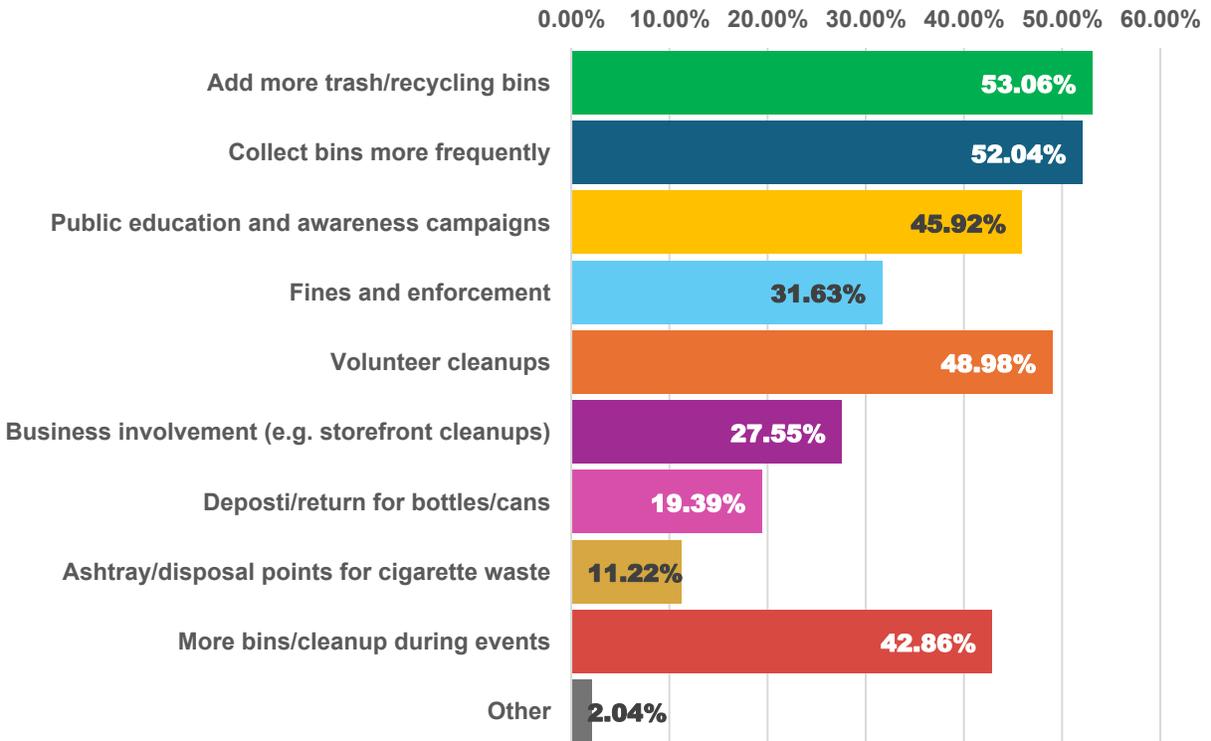
Summary Results by Question



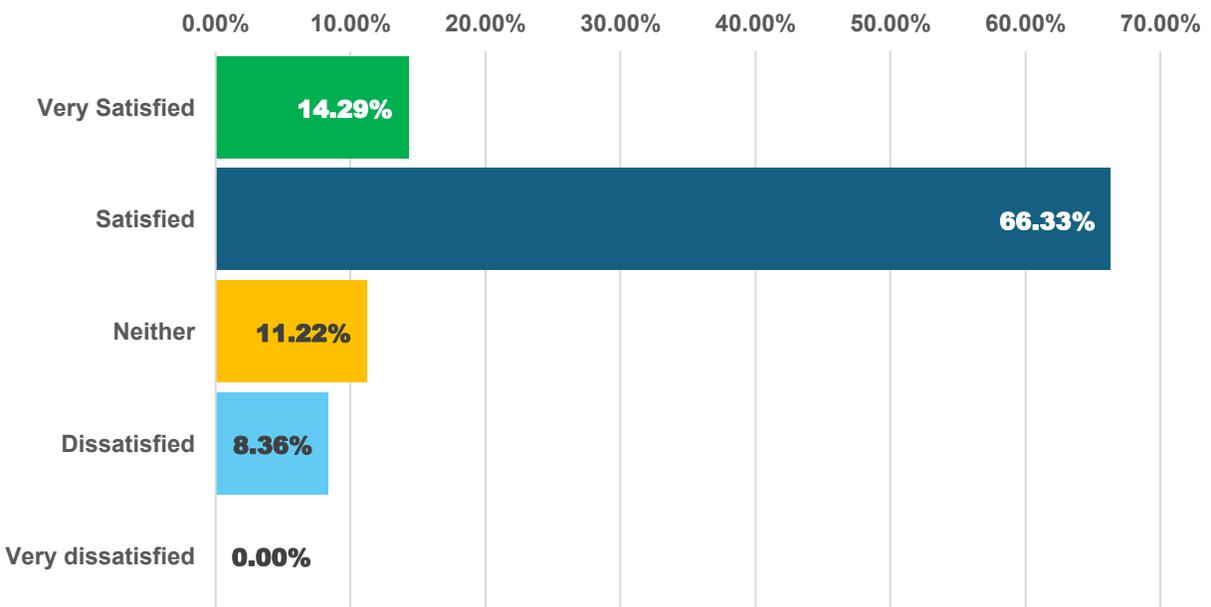




Q7: Which actions would most reduce litter in San Clemente? (Select all that apply)



Q8: Overall, how satisfied are you with the cleanliness of public spaces in San Clemente?



5. Clean Ups

San Clemente Rotary holds monthly beach clean ups every Saturday of the month (April through October) each year. This has been a project for them for 15 years (results shown in (Measure Progress Criteria for the past 8 years).

Additionally, this year two other clean up activities were added: California Coastal Clean Up Day and Clean Up after the San Clemente Ocean Festival. These were very successful events and our presence not only supported the clean up efforts, but also we were able to have educational opportunities at these events to engage the community and youth.

Supporting the city's efforts to keep the beaches clean has been an ongoing project. It shows the community engagement in our city pride and our awareness and support of the environment.

Beach Clean Up Dates for 2025

April 5 – Beach Clean Up

Rotary Club and Community Volunteers

June 7 – Beach Clean Up

Rotary Club and Community Volunteers

July 5 – Beach Clean Up

Rotary Club and Community Volunteers

July 20 – Ocean Festival Beach Clean Up

Rotary Club and Community Volunteers – Partnership with SC Ocean Festival

August 2 – Beach Clean Up

Rotary Club and Community Volunteers

September 6 – Beach Clean Up –

Rotary Club and Community Volunteers

September 20 – Coastal Clean Up Day – Partnership with the City of San Clemente

October 4 – Beach Clean Up

Rotary Club and Community Volunteers

2025 Beach Clean Up	5-Apr	7-Jun	5-Jul	20-Jul	2-Aug	6-Sep	20-Sep	Oct. 4	Totals
# Volunteers	5	10	12	11	6	9	50	33	136
# Hours	5	10	12	11	6	11	100	38	193

# Trash Collected	173	439	764	1004	245	505	1962	1041	6133
Cigarette Butts	30	80	82	150	117	179	166	248	1052
Glass	10	5	12	24	6	25	1	60	143
Cans	2	3	15	11	4	4	22	6	67
Plastics	51	140	199	332	63	73	1016	359	2233
Paper	44	78	231	291	35	85	349	187	1300
Styrofoam	25	102	35	130	11	58	296	111	768
Metal	3	3	41	14	2	10	48	20	141
Misc.	8	28	149	52	7	71	64	50	429

Thank Yous	12	4	24	43	3	21	0	41	148
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Ocean Festival Clean Up Video



Ocean Festival Clean Up Station – July 20, 2025



Rotarians and volunteers supported the San Clemente Ocean Festival with cleaning the beach after the festival activities. Eleven volunteers gathered over 1,000 trash items that were on the beach by the pier where the festival was held.

California Coastal Clean Up Day – September 20, 2025



Rotary youth leadership and California Coastal Clean Up teams support the San Clemente High School Interact Club. The Interact Club showed up in force to make this event a huge success!

Beach Clean Up Volunteers



Educational Displays at Clean Up Activities.



6. Community Education

During the Beach Clean Up Sessions and during Arbor Day and Community Clean Up Day, we have had informal sessions to highlight why we clean the beaches and how it impacts the environment and humans and sea life/animals. Additionally, we have posted tips and educational material on social media, press releases and handouts (flyers) to support the Clean California Community efforts.

Additionally, meetings have been held at several local clubs/non-profits to update them on the project and its progress.



Handout/Flyer

JOIN US! ...to Make a Difference Today!

San Clemente Rotary and several partners are working to designate San Clemente as an official CLEAN CALIFORNIA COMMUNITY.

This designation is a part of the CalTrans overall Keep America Beautiful project.

Our volunteers will clean San Clemente beaches and other areas, plant trees and beautify the community, and get partners and the community and youth involved to help keep our community clean.

Join Us to Make this Happen!



Zero Litter is the Goal!



San Clemente Rotary is a service-driven organization dedicated to improving our community and world.

You're invited!
When: Second & fourth Thursdays, 5-6:30pm
Where: VIP Lounge at the Outlets in San Clemente

 rotarysancllemente

Questions or more information?
Melinda Lester – melindalester@me.com
or 714-227-7866
<https://sancllementerotary.org>

San Clemente Rotary 

This flyer was available at beach clean ups and Arbor Day events.

The following pages include a press release distributed to several local newspapers/journals.

The pages following the press release includes Facebook and social media posts that were sent out to over 15 local pages to really impact the community with our messages.



Clean California Community Designation

Date: July 1, 2025

Contact: Melinda Lester,
Public Relations and Environmental Chair, San Clemente Rotary

Phone: 714-227-7866

Email: melindalester@me.com

FOR IMMEDIATE RELEASE

San Clemente Rotary Pledges to Earn Clean California Community Designation for a Cleaner, More Beautiful San Clemente.

San Clemente Rotary has commitment to a cleaner and more beautiful San Clemente by pledging to become a Clean California Community by February 2026. San Clemente Rotary joins dozens of communities statewide who are participating in the [Clean California Community Designation Program](#)—part of Governor Gavin Newsom’s [Clean California](#) initiative, which is a multiyear program led by Caltrans to clean up, reclaim, transform, and beautify public spaces statewide. The program was developed in partnership with Caltrans, Keep America Beautiful and Keep California Beautiful.

By becoming part of the statewide program, San Clemente Rotary has committed to implementing a variety of long-term, zero-litter policies to stay clean and beautiful, and inspire a sense of pride among local residents.

San Clemente Rotary President Alan Adamo comments, “San Clemente Rotary has supported community efforts for many years with monthly Beach Clean Ups, Arbor Day Tree donations and plantings, and our commitment to youth education and community service projects. Our motto of *Service above Self* is our commitment in all we do.”

Several groups have partnered with San Clemente Rotary in the effort to gain this designation for the community, including: San Clemente Garden Club, San Clemente High School Interact Club, the City of San Clemente, San Clemente High School, Noble Path

Foundation, the Boys & Girls Club, Cr&R Incorporated, and the San Clemente Ocean Festival. Community members are also encouraged to attend events and show support by depositing trash in the receptacles and keeping the beach, streets and sidewalks of the city clean and free from trash.

Over the next several months, engaged community members will conduct various activities that support litter prevention, beautification, and environmental enhancement. To earn the designation, the community must complete 10 of 15 criteria, including a commitment to Clean Ups activities, Community Education, Youth Education, Greening & Beautification, Collection Drives and Building partnerships.

Once the commitments have been met, designated Clean California Communities will not only reap the benefits of a clean community, but also receive “Clean California Community” signage, educational resources, free cleanup kits, automatic membership with Keep California Beautiful and recognition in statewide releases and cross-promotional Clean California materials.

San Clemente Rotary encourages other communities throughout California to join the program and continue to clean up and transform California. For more information about the program and to take the pledge, visit CleanCA.com/Designation.

The program’s goal is to fully designate 100 communities by June 2026. For more information about the program, visit CleanCA.com/Designation.

To stay up to date on upcoming cleanup events and activities from San Clemente Rotary, please visit our sites:

Website: <https://sanclementerotary.org/>

Facebook: <https://www.facebook.com/rotarysanclemente>

Instagram: https://www.instagram.com/san_clemente_clean_california

About San Clemente Rotary:

We are an organization made up of business, professional and civic leaders, as well as local citizens, with a passion to perform community and international service while enjoying fellowship and fun. Our meetings feature compelling speakers on topics of interest to business and community leaders and citizens uniting for the common good. We meet at the VIP Room of the San Clemente Outlets on the 2nd and 4th Thursdays of the month. Meet-and-Greet starts at 5:00 pm followed by the Meeting from 5:30-6:30 pm.

About Clean California:

Governor Gavin Newsom’s Clean California initiative is a sweeping, \$1.2 billion, multiyear cleanup effort led by Caltrans to remove trash, create thousands of jobs, and join with communities throughout the state to reclaim, transform and beautify public spaces.

Since launching Clean California in July 2021, Caltrans and its local partners have picked up more than 2.7 million cubic yards of litter — enough to cover nine lanes of Interstate 5 with an inch of trash from San Diego to the Canadian border. Caltrans has hosted more

than 500 free dump days in communities throughout the state — resulting in the collection of more than 12,000-plus mattresses and 50,000 tires. The initiative has drawn roughly 60,000 community clean-up volunteers and created more than 18,000 jobs, including positions for individuals who were formerly incarcerated, on probation, or experiencing housing insecurity.

For more information, visit [CleanCA.com](https://www.CleanCA.com).

About Keep America Beautiful:

Keep America Beautiful is the leading community improvement nonprofit organization in the U.S. dedicated to inspiring and educating people to act every day to improve and beautify their community environment. Established in 1953, it includes 700 Keep America Beautiful affiliates and millions of volunteers who strive to end littering, improve recycling, and beautify America's communities. For more information, visit [kab.org](https://www.kab.org).

About Keep California Beautiful:

Keep California Beautiful is a statewide non-profit dedicated to litter prevention, alternative waste management, beautification, community networking, and outreach. Founded in 1990, its mission is to ignite individuals, state and local government, community, and corporate responsibility, through strategic initiatives and volunteer action, to preserve and protect California's beautiful resources for generations to come.

Facebook Posts Supporting Community Education – 2025

Rotary Club of San Clemente
May 1 · 🌐

Beach Clean Up Saturday, May 3
At the Pier!... [See more](#)



Boost this post to get more reach for Rotary Club of San Clemente. [Boost post](#)

2 1 comment 13 shares

Rotary Club of San Clemente
June 2 · 🌐

Beach Clean Up This Saturday - meet at the pier - June 7th at 10:00 am!
See you there!



Boost this post to get more reach for Rotary Club of San Clemente. [Boost post](#)

1 comment 13 shares

Rotary Club of San Clemente
July 9 · 🌐

San Clemente Rotary and partners are working to designate San Clemente as an official CLEAN CALIFORNIA COMMUNITY. This designation is a part of the CalTrans overall Kee... [See more](#)



Boost this post to get more reach for Rotary Club of San Clemente. [Boost post](#)

Ana J Santillana, Rotary International District 5320 and 1 other 10 shares

Rotary Club of San Clemente
July 14 · 🌐

Have Fun at the Ocean Festival - Stick Around to help Keep our Beach Clean!... [See more](#)



Boost this post to get more reach for Rotary Club of San Clemente. [Boost post](#)

1 1 comment 36 shares

Rotary Club of San Clemente
July 20 · 🌐

We're at the Ocean Festival helping clean the beach after two terrific days! Join us by- just North of the pier - look for our new sign!

Boost this post to get more reach for Rotary Club of San Clemente. [Boost post](#)

Joey Leisz, Tyler Boden and 4 others · 1 share

Rotary Club of San Clemente
September 19 · 🌐

Help keep San Clemente's Beaches Clean!
Join us.

CA Coastal Cleanup Day
HOSTED BY SAN CLEMENTE ROTARY

SATURDAY, SEPT 20, 2025
9 AM - 12 PM
T-Street Beach, San Clemente, CA

Join us to help keep our beach clean!

Rotary

Boost this post to get more reach for Rotary Club of San Clemente. [Boost post](#)

1 · 11 shares

Rotary Club of San Clemente
September 20 · 🌐

Rotary Club of San Clemente
September 20 · 🌐

It's California Coastal Clean Up Day!!! Join Us at T-Street!... [See more](#)

Molly Flores and 1 other

Rotary Club of San Clemente
September 22 · 🌐

Great turnout at the California Coastal Clean Up Day - Join us for our last Beach Clean Up this year on Saturday, October 4th at 10:00 AM at the pier. Hope to see you there!

Boost this post to get more reach for Rotary Club of San Clemente. [Boost post](#)

COA Community Outreach Alliance and 1 other · 2 shares



Rotary Club of San Clemente

September 20 · 🌐



Thanks to the great team at CA Cosatal Clean Up!
@sanclementerotary Schs Interact



📣 Boost this post to get more reach for Rotary Club of San Clemente.

Boost post

👍 Joey Leisz, Ana J Santillana and 3 others

1 comment 1 share



👍 Like 💬 Comment ➦ Share



Rotary Club of San Clemente

September 24 · 🌐



As we accomplish more of the criteria to help San Clemente become a designated "Clean California Community," we need to be aware of how our actions help or hurt the env... [See more](#)

DECOMPOSITION RATE MARINE DEBRIS

Cardboard 2 months	Staples 3-14 months	Plywood 1-3 years	Milk cartons 5 years	Cigarette butts 10-12 years	Plastic bag 10-20 years
Batteries 100 years	Aluminum cans 200-250 years	Plastic bottle 450 years	Fishing line 600 years	Diaper 500-600 years	Sanitary pads 500-800 years

CLEAN CALIFORNIA

📣 Boost this post to get more reach for Rotary Club of San Clemente.

Boost post

👍 1

11 shares



Rotary Club of San Clemente

September 30 · 🌐



Beach Clean-Up this Saturday - reducing plastics in the oceans helps us all!
Everyone is welcome - please join us Saturday, October 4 at the pier starting at 10:00 am!...
[See more](#)

PLASTICS IN THE MARINE ENVIRONMENT

DID YOU KNOW?
More than **8 million tonnes** of plastic waste enters the ocean every year.
one truckload every minute

80% of marine plastic waste comes from land-based sources.

Plastic is very slow to break down in the ocean. It breaks down into smaller and smaller pieces. Pieces of plastic less than 5 mm wide are called "MICROPLASTICS".

Larger plastic can affect fish and wildlife through choking, ingestion or entanglement.

Microplastics can be ingested and retained by filter feeders such as shellfish.

Disolved contaminants from the water can adhere to the surface of microplastics.

Although some research suggests that microplastics don't currently pose a significant health risk for humans, more research is needed.

YOU CAN MAKE A DIFFERENCE WITH THESE EASY STEPS . . .

- USE REUSABLE SHOPPING BAGS
- CHOOSE REUSABLE PLATES AND METAL CUP/UTENSIL
- NEVER FLUSH PLASTIC DOWN THE TOILET
- RECYCLE PLASTIC WASTE
- CARRY YOUR OWN REUSABLE WATER BOTTLE AND COFFEE CUP
- AVOID PRODUCTS WITH MICROBEADS. CHECK THE LABEL - DOWNLOAD THE APP GET.BEATHEMICROBEAD.ORG/
- AVOID PLASTIC STRAWS
- DO A #MINUTEBEACHCLEAN HTTPS://BEACHCLEAN.NET/
- CHOOSE PACKAGE-FREE FOODS OR THOSE IN BIODEGRADABLE PACKAGING

MAKE A SEA CHANGE TO PROTECT OUR OCEAN:
[HTTPS://SEACHANGEPROJECT.EU/18ak3action](https://seachangeproject.eu/18ak3action)
 JOIN THE CONVERSATION ON TWITTER: @OUROCEANOURHEALTH

For more info, see: <http://seachangeproject.eu/microplastics>

SEA CHANGE
THE PEOPLE'S MOVEMENT

📣 Boost this post to get more reach for Rotary Club of San Clemente.

Boost post

👍 2

17 shares

Rotary Club of San Clemente
October 4 · 🌐

Thank you all who cleaned the beach today! Special shout out to the SCHS Wrestling Team who showed up in force!

Boost this post to get more reach for Rotary Club of San Clemente. [Boost post](#)

👤 Tyler Boden, Cindi Izuno Juncal and 5 others
13 shares

Rotary Club of San Clemente
November 19 at 11:24 AM · 🌐

San Clemente Rotary is participating in Love San Clemente Day of Service - won't you? This is part of our effort to gain Clean California community designation!

Boost this post to get more reach for Rotary Club of San Clemente. [Boost post](#)

12 shares

Rotary Club of San Clemente
Published by Melinda Lester · Just now · 🌐

We have been having some beautiful days recently - and many people are heading to the beach. Here is a reminder that we need to be vigilant about plastics use and ocean... [See more](#)

PLASTIC FACTS

- 700 species of marine animals are threatened because of ocean waste¹
- 1 MILLION plastic bottles are bought around the world every minute²
- 3 BILLION single-use plastic bags are used in Canada each year³
- 11% of plastics are recycled in Canada - similar to the global rate of about 9%⁴
- Canadians throw away approximately 57 MILLION single-use plastic straws everyday. That's more than 20 BILLION each year⁵
- 8 MILLION METRIC TONNES of plastic enters the earth's oceans annually⁶
- 40% of plastic is generated for packaging⁷
- 8.3 BILLION METRIC TONNES of plastic has been generated across the world since the 1950s and only 9% HAS BEEN RECYCLED⁸

#WasteReductionWeek WRWCanada.com

[See insights and ads](#) [Boost post](#)

7. Youth Education

Although education to youth occurred at many events during the year – during activities that not only benefited the community, but activities that help kids learn about the reason behind the efforts – more formal educational opportunities occurred at the Beach Clean-up events, Love to Serve San Clemente Day of Service and at the Ocean Institute “Big AI Goes to Sea” program. Additionally, many youth viewed the social media posts that brought attention to the perils of pollution and how to keep our environment clean and effective.

Beach Clean Up Events occurred monthly (April through October), plus after the San Clemente Ocean Festival and for California Coastal Clean Up Day (September 20, 2025). Each event included informal information and education about keeping plastics and litter out of the ocean, and off the sand, rivers, sewers, and other avenues that lead to the ocean. Awareness of how pollution impacts the wildlife, then eventually themselves, was always a wide-eyed moment for the participants.

The Love to Serve San Clemente Day of Service event (February 7, 2026) attracted over 75 volunteers, many of whom were kids serving with their parents. Some kids wanted to participate in the planting and painting activities with their families, which is another way to teach youth the importance of keeping their environment clean. Many other kids participated in craft projects, discussions about plants and how they grow, and why litter is not healthy for the environment. Projects included:

- Discussion with kids about the benefits of plants and clean-up activities
- Clean up campus by picking up trash in common areas – tally allows kids to see the impact of littering
- Kids plant seeds in pots to take home to watch growth
- Creating wildflower seed bombs to assist in growing wildflowers in bare areas
- Sing songs and creating thank you notes and valentines for the volunteers

The Ocean Institute instructs youth on ocean science projects, including pollution and how to help keep the ocean life safe, through its Big AI Goes to Sea program (February 11, 2026). San Clemente Rotary sponsors groups to participate in these events regularly. This year, 2nd and 3rd grade students from Las Palmas Elementary School went to sea for their learning. Projects include looking at marine life and kelp/plant life, planktons, and how litter impacts the marine environment. They identified sea birds and sea lions seen from the boat. Opening minds to the issues that impact our ocean and marine life is so important in their understanding of how the fish, dolphin and whales are impacted by careless littering.

Photos from the events are included on the following pages.

California Coastal Clean Up Day and other Beach Clean Up Events







Love to Serve San Clemente Day of Service

Planting Seed to watch grow and making Wildflower Bombs







The Ocean Institute “Big AI Goes to Sea” Program









8. Greening & Beautification

Two major events make up this category for the Criteria – Arbor Day and Love San Clemente.

Annually, the City holds an Arbor Day event in conjunction with Earth Day. The event is for the City, aided with community volunteers, to plant trees in public locations within the city. This supports the Urban Forest plan the city has developed in conjunction with them gaining the designation of Tree City USA. The San Clemente Rotary, San Clemente Garden Club, and the Citizens Community Education clubs have all supported the efforts by donating funds as well as participating in planting the trees. This year we planted over 30 trees at the San Clemente Municipal Golf Course. The trees lined a street adjacent to the golf course where houses were located, helping to shield the homes from golf balls and noise. Some were also planted around other streets adjacent to the golf course. Other years, trees have been planted in parks and at schools that needed more shade. We have tracked the number of trees added to the Urban Forest in the city that is also attached as part of the Measuring Progress Criteria section..

We have put this effort under the umbrella of Clean California Community to use as part of the Greening and Beautification Criteria. Additionally, the Love San Clemente projects are also being included as the City of San Clemente is looking forward to hosting the Surfing Competition for the 2028 Olympics. We want our community to shine as we step foot on an international stage.

February 7, 2026 was the first City-wide service day under the Love to Serve San Clemente umbrella. This group was formed to prepare the city for the upcoming events to be commemorated – 100th birthday of the founding of San Clemente, the 250th birthday of the United States, and the 2028 Olympics that will utilize beaches near San Clemente for their events. This specific project focused on the 6 elementary schools, 2 middle schools and 1 high school campuses. San Clemente Rotary focused on Concordia Elementary School, but all campuses had clean-up projects that are not documented here.

For the Concordia Elementary School service day, over 75 volunteers helped beautify the campus in predetermined projects. Several local companies also supported the efforts including construction teams, plant and garden centers, Lowe's for hardware, and parents from Concordia school. Projects for the day included:

Criteria: Greening and Beautification

- Refreshing the Entrance Monument Sign
- Refreshing the brick planter near the main office
- Refurbishing the Kindergarten Garden – which included cleaning out old growth/plants, repairing the fence and adding new posts for those rotted out,

prepping and painting the fence, spreading ground cloth in the area to prevent weeds, prepping the area for new plantings

- Prepping and repainting the blue handball backboards but preserving the graphics on them
- Power washing the lunch area

Criteria: Youth Education (see photos in Youth Education Criteria)

- Discussion with kids about the benefits of plants and clean-up activities
- Clean up campus by picking up trash in common areas – tally allows kids to see the impact of littering
- Kids plant seeds in pots to take home to watch growth
- Creating wildflower seed bombs to assist in growing wildflowers in bare areas
- Sing songs and creating thank you notes and valentines for the volunteers

Criteria: Clean Up

- General campus picking up of litter

Arbor Day Photos – April 26, 2025







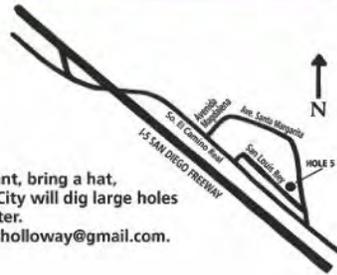
CITY OF SAN CLEMENTE
ARBOR DAY
TREE PLANTING

SATURDAY, APRIL 26, 2025 | 9 AM - 12PM
SAN CLEMENTE MUNICIPAL GOLF COURSE @ HOLE #5
 150 E AVENIDA MAGDALENA, SAN CLEMENTE, CA 92672
 (Hole #5 is located at intersection of Avenida San Luis Rey and Avenida Santa Margarita)
 Please join the City of San Clemente in planting Ficus Nitida trees!
 All necessary tools, gloves, and water will be provided.

COME SUPPORT OUR URBAN FOREST!

DIRECTIONS:
 To SC Municipal Golf Course Hole # 5:
 South on I-5 Freeway.
 Take El Camino Real exit.
 Left on ECR and go 1 mile.
 Left (inland) on San Luis Rey.

Signs will guide you.
 On-street parking is available.
 For those who would like to help plant, bring a hat, sunscreen, and any tools you wish. City will dig large holes and provide shovels, gloves, and water.
 Questions? Contact Patricia at pat13holloway@gmail.com.



JOIN US FOR CITY WIDE DAY OF SERVICE

LOVE SAN CLEMENTE

FEB 7, 2026

For more information scan QR code or visit LovetoserveSanClemente.org

KICK OFF 8AM @SCHS

SCHS MARBLEHEAD LOBO LAS PALMAS CONCORDIA VISTA DEL MAR SHORECLIFFS BERNICE AYER TRILMAN

Love San Clemente Task List

The proposed tasks below are formulated from the original Wish List from the Principal, Gretchen Fleming. We feel these are doable for the Love San Clemente Day of Service. These tasks break down into a few categories:

- Pressure Washing/Cleaning
- Painting – Prep and Paint
- Gardening – Repairs, Irrigation & Planting

The tasks must be able to be done by the volunteers. We need to have tasks for all ages and abilities. We also need equipment/resources and bodies to do the work that day. Please suggest any resource you might think could support our efforts.

Pressure washing and painting are problematic if done at the same time. **Proposal: pressure wash and clean up first then paint as it becomes dry.**

Tasks and some added notes:

Pressure Washing:

- Concordia School Entrance Sign
- Walls and windows and eaves [Equipment/Resource needed]
 - Clean windows with squeegee/towels
- Lunch tables shade/cover (if possible)

Painting:

- Wire Brush/Wall Prep (Back Wall of School)
- Concordia School Entrance Sign
- Back Wall of School
- Kindergarten garden fence repaired and painted [Equipment/Resource needed]
- Handball Court Backboards (If possible)

Gardening Tasks:

Clean up/Repairs:

- Clean out gardens and prep for new plants
- Arborist to trim large tree/ 5th Grade Garden [Equipment/Resource needed]
- 3rd Grade Garden – replace with either grass or native plants
- Kindergarten Garden – clean up
- Kindergarten Garden – remove or repair planters
- Trash/Haul Away vehicles needed [Equipment/Resource needed]
- Move large boulders from area into a garden setting/5th Grade Garden [Equipment/Resource needed]

Irrigation: [Equipment/Resource needed]

- 5th Grade Garden
- Kindergarten garden

Native plants: [Equipment/Resource needed] Quantities TBD

- Concordia Entrance School Sign
- In front of MPR
- Front of School Planter
- Office Entrance Planter?
- 5th Grade Garden
- Kindergarten Garden

Join Us for a City-Wide Day of Service – February 2, 2026

San Clemente Community Beautification Initiative

As a part of the efforts to Keep San Clemente Beautiful, Love San Clemente is dedicated to help beautify our community. San Clemente will be highlighted on the world stage for America's 250th anniversary (2026), our city centennial (2028) and the 2028 Olympic surfing events.

Our Vision – Impact Through Action

At Love San Clemente, our mission is to inspire community involvement and promote environmental stewardship through meaningful volunteer work. We believe that by working together, we can create a cleaner, more beautiful San Clemente for everyone to enjoy.

<https://www.sanclemente.love/>



Concordia Elementary Day of Service

Volunteers Helping Beautify the Campus



Monument Entrance Sign

Before photo



Activity



After photos



Brick Planter outside Front Office – was cleaned up and planted with fresh succulents



Finished Planter



Kindergarten Garden Refurbish

Before Photos





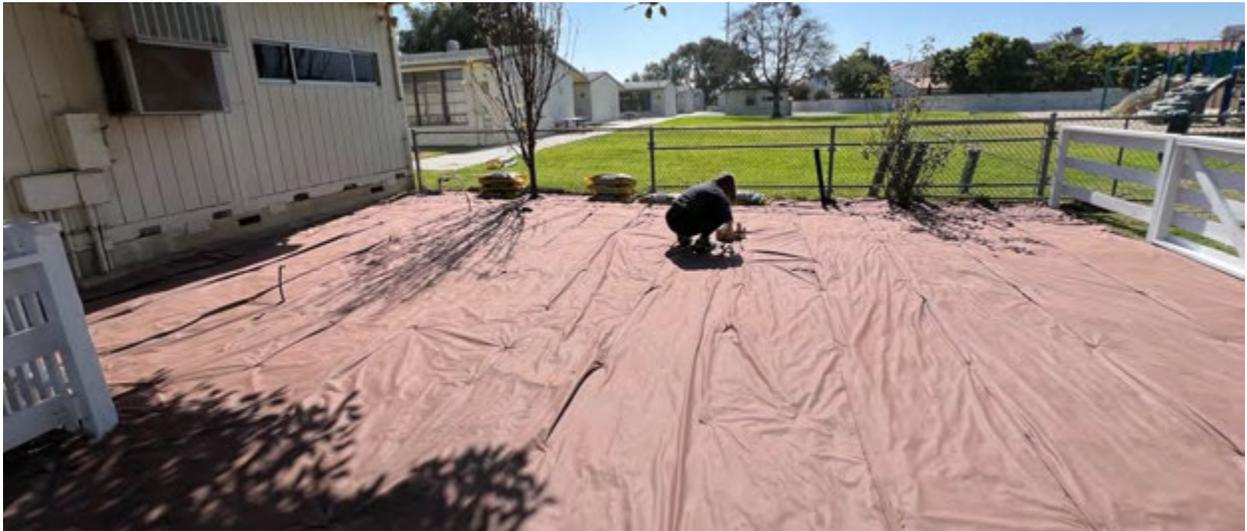
Activity





After Photos







Handball Backboards – refreshed and blue background repainted

Before Photo



Activity



After Photos





Power Wash and Cleaning Up the Campus

Before



Activity



9. Measure Progress

San Clemente Rotary has been conducting Beach Clean Ups for about 15 years. The annual results have been tracked for the last 8 years. The indicators that were focused on over the years have consistently been recorded after each clean up and then compiled annually to help measure our efforts. The focus in some years has been supported more by community members which shows in the participation numbers and also the number of items collected. However, over the course of time, the main areas that negatively impact the ocean life and beach visitors still are issues in the time that we have tracked our results: Cigarette butts, plastics and styrofoam. These items are ingested by the marine life and then it eventually is consumed by humans. It is part of the education we do during the clean-up activities.

One aspect we also collect is how many "Thank you's" are imparted to the clean up volunteers. This is a way to track community response and it is always welcomed and supportive. See the Results chart on the next page showing progress in clean-up activities and numbers of items retrieved.

As part of the Greening & Beautification Criteria, Planting trees and shrubs in the community has been a focus for the past several years. San Clemente Rotary, San Clemente Garden Club, San Clemente Tree Foundation, and other non-profits pool resources to support the City efforts to grow the Urban Forest. As a result, the City of San Clemente gained the designation as "Tree City USA" for this work. Arbor Day is usually when the non-profits and the city collaborate on planting trees in public areas. This last year (2025) over 35 trees were planted at the Municipal Golf Course along fairways and along streets in the vicinity. For the year 2026, more planting is still being planned, but we are on track to outdo previous years. See the chart from the San Clemente Tree Foundation showing the efforts over the years.

San Clemente Rotary Beach Clean-Up Results

(Yearly results are for Beach Clean-Up Events from March/April through October each year.)

Results	2018	2019	2020	2021	2022	2023	2024	2025	8-Yr Total
Club Member Participants	17	16	13	28	13	14	14	60	175
Hours Volunteered	61	46	27	82	29	50	38	57	390
Guest Participants	33	12	24	111	23	55	16	76	350
Hours Volunteered	45	12	25	142	23	57	17	102	423
Total Participants	50	28	37	139	36	69	30	136	525
Total Hours Volunteered	106	56	52	22	52	107	55	193	643
# of Beach Clean-Up Days	9	9	9	11	4	9	7	9	67
Trash Items Collected Total	3,207	3,706	2,087	13,584	4,272	8,874	3,886	6,133	45,749
Cigarette Butts	1,073	1,345	762	2,385	1,040	1,332	1,080	1,052	10,069
Glass	110	140	38	1122	105	508	139	143	2,305
Cans	60	106	63	280	51	165	65	67	857
Plastics (including straws)	605	722	465	2,221	901	2,380	910	2,233	10,437
Paper	648	677	360	2,524	932	1,677	834	1,300	8,952
Styrofoam	383	342	200	3,340	533	1,587	460	768	7,613
Metal	98	46	0	612	71	216	63	141	1,247
Miscellaneous	230	328	199	1,100	639	1,009	335	429	4,269
Thank You's Received	136	141	150	379	94	265	89	140	1,394

San Clemente Tree Foundation				
Annual Summary				
Year	Trees	Shrubs	CA Native Trees*	CA Native Shrubs*
2014	129	353	102	353
2015	112	51	101	51
2016		73		38
2017	5	36	5	22
2018	24		8	
2019				
2020	212		31	
2021	20	95	1	
2022	17		8	
2023	23		16	
2024	31		16	
2025	54	10	1	
2026-present	26	626	12	11
Grand Total	653	1,244	301	475

*Of the total trees and shrubs planted, these are California natives.

10. Long Term Planning

The Advisory Board created the Long-Term Plan by starting with a SWOT Analysis. This was based on the input of the group as well as other community members that had commented on our work. The SWOT helped us see where we needed to focus the long-term projects.

The SWOT shows the Strengths, Weaknesses, Opportunities and Threats that we see for keeping the city free from litter. Strengths and Weaknesses are internally focused items where the Opportunities and Threats are externally focused items. The results show 3 main area that we wanted to focus on:

- I. Enhance beautification/ clean up programs
- II. Secure financial grants to sustain programs
- III. Attract more volunteers

After the SWOT was finalized, we used the three main areas of focus to create Smart Goals that would be achievable. This is a living document that will be updated and changed as we move forward over the next three years (2026-2028). As changes happen, we will update our planning and continue our efforts. We plan on securing more grants to help support our efforts. Some of the projects are more intense/larger than might be doable, so adjustments needed to be available if needed.

The SWOT and the Long-Term Plan are included on the following pages.

Clean California Community Long Term Plan

Vision Statement – Zero Litter is the Goal!

SWOT Analysis – Our group wants to lean into what it does well, improve what it doesn't, capitalize on what it can do, and defend against what could challenge it.

Strengths

What we're good at. What's working. What our customers like about us.

Weaknesses

What we want to fix/strengthen. What we want to become more efficient at.

Opportunities

What the community might soon want. What we think we'll be good at.

Threats

What we think could hinder our growth. What the community we not want.

Internal Factors	Strengths	Weaknesses
	Collaborative Advisory Group	Attracting/empowering more volunteers
	Rotary good for obtaining grants and source for volunteers	Expanding funding resources
		Expand checklist projects
	Good group of partnerships obtained	Awareness by the overall community
	Checklist Guidelines as a Structure	Prioritizing efforts & scheduling projects
	Supportive Community	Keeping Youth focused on projects
	Supportive Partners/City Mgmt	
	Supportive Interact youth/volunteers	

External Factors	Opportunities	Threats
	Expanding on Community and Youth Education projects	Keeping partnerships strong
		Continued grants/other funding sources
	Expanding partnerships/expectations	Volunteer burn out
	Adding additional projects (community garden, freeway on/offramps, Food waste diversion program)	
	Adding more volunteers	
	Attracting additional grant funding	
	Embracing projects by media sources	

Smart Goals See Long Term Plan for Details
 (Specific, Measurable, Achievable, Relevant, Time-Bound)

- I. Enhance beautification/ clean up programs
- II. Secure financial grants to sustain programs
- III. Attract more volunteers

Clean California Community Long Term Plan

Outline of SMART Goals (Specific, Measurable, Achievable, Relevant, Time-Bound)

	Specific Goal/Initiative	Activities	Measurement	Timing	Status
I. Enhance beautification/ clean up programs	Initiative 1 – Continue to offer monthly Beach Clean Ups	1a. Schedule Monthly Beach Clean Ups (April through October)	Numbers of Items/weight collected; Number of volunteers; Comparison with prior years	April–October 2026 April–October 2027 April–October 2028	
		1b. Participate in Beach Clean Up after the Ocean Festival (and other events)	Numbers of Items/weight collected; Number of volunteers; Comparison with prior years	July 2026 July 2027 July 2028	
		1c. Participate in California Coastal Clean Up Day (September)	Numbers of Items/weight collected; Number of volunteers; Comparison with prior years	September 2026 September 2027 September 2028	
	Initiative 2 – Expand scope of Clean Up Programs	2a. Expand area of Clean Ups Efforts	Add Clean Up efforts at Main Beach, parking lots, and adjacent streets/parkways	April–October 2026	
			Add Clean Up efforts at Linda Lane Beach, parking lot, and adjacent streets/parkways	April–October 2026	
			Add Clean Up efforts On Del Mar Street/parkway	April–October 2027	
			Add Clean Up efforts at On/Off Ramps from I5 Freeway	April–October 2028	
		2b. Continue to expand the efforts of Arbor Day to add more Urban Forest to the City of San Clemente	Continue to gain grants to provide funding of tree planting in the city community areas	April 2026 April 2027 April 2028	April 2026 Funded
		2c. Include annual "Love San Clemente" partnership with Capo Unified School District efforts	Annual clean up project at public schools in San Clemente	February 2026 February 2027 February 2028	February 2026 scheduled
			Include Student and Community Education presentation in conjunction with the school clean up event	February 2026 February 2027 February 2028	February 2026 scheduled
		2d. Expand community education/clean up efforts with a foodwaste diversion program	Develop an education program for use of foodwaste (Schools, restaurants, grocery stores)	2026	
			Pilot a foodwaste diversion program with a willing partner	2027-2028	
		2e. Expand beautification efforts by adding a community garden	Partner with the City of San Clemente to develop a plan for a community garden	2026	
			Pilot a community garden program with the City of San Clemente	2027-2028	
		2f. Communicate progress of Clean Up Efforts and New Program Successes	Utilize social media, newspaper and SC Journal for more impact.	April–October 2026 April–October 2027 April–October 2028	
Communicate efforts annually to the City Council	November 2026 November 2027 November 2028				

	Specific Goal/Initiative	Activities	Measurement	Timing	Status
II. Secure financial grants to sustain programs	Initiative 1 – Continue to apply for Rotary Grants for Arbor Day and Clean California efforts	1a. Secure Rotary District Grant for Arbor Day (plus matching dollars)	Apply for District Grant for Arbor Day	May 2026 (for 2027) May 2027 (for 2028) May 2028 (for 2029)	
			Secure matching dollars for grant for Arbor Day	October 2026 October 2027 October 2028	
		1b. Secure Rotary District Grant for Clean California Community efforts (plus matching dollars)	Apply for District Grant for Clean California Community Efforts	May 2026 (for 2027) May 2027 (for 2028) May 2028 (for 2029)	
			Secure matching dollars for grant for Clean California Community Efforts	October 2026 October 2027 October 2028	
	Initiative 2 – Develop new grant/funding sources for projects	2a. Develop new funding/grant sources	City of San Clemente grants	2026	
			Keep America Beautiful grants	2027-2028	
			Cal Trans Grants	2027-2028	
			Other grants and funding	2026-2028	
		2b. Develop fundraising campaign to enhance projects	Go Fund Me campaign	2027-2028	
			Other fundraising campaigns	2027-2028	

	Specific Goal/Initiative	Activities	Measurement	Timing	Status
III. Attract more Volunteers	Initiative 1 – Attract volunteer workers	1a. Develop communication resources to volunteers	Develop website/app for volunteer	2026	
			Develop volunteer data base with contact information	2026	
			Develop direct email/media campaign for current volunteer base.	2026	
			Develop social media campaign for current volunteer base.	2026	
		1b. Expand existing volunteer base	Identify new Partnerships for a resources for volunteers	2026	
			Expand volunteers from current partners	2026	
	Initiative 2 – Attract additional partnerships	2a. Develop partnership resources for awareness of the Clean California Community projects	Develop protocols and other resources to attract new partnerships	2026	
			Identify new Partnerships for projects - volunteers, financial resources, and other resources	2026-2027	
		2b. Expand numbers of Partnerships with Non-Profits in the community	Identify, contact and present projects to 5 new Non-profits to become partners for our projects	2026-2027	
	Initiative 3 – Expand on community and youth educational	3a. Develop educational programming for	Develop/gather tools for presentation of Clean California Community projects for school use	2026-2027	

	programs	presentation in schools	Present Clean California Community educational materials to 4 schools in the community	2026-2027	
		3b. Develop educational programming for presentation to community groups	Develop/gather tools for presentation of Clean California Community projects for community use	2026-2027	
			Present Clean California Community educational materials to 4 community-based groups	2026-2027	
	Initiative 4 – Expand on media awareness	4a. Develop communication awareness of Clean California Community projects/efforts	Utilize website/app for project awareness	2026	
			Utilize Social Media for project awareness	2026-2027	
			Utilize email for project awareness	2026-2027	
			Utilize SC Journal, newspapers and other media for project awareness	2026-2027	
			Communicate to City Council of the project's efforts	2026-2028	