



Community Beautification Audit

GETTING TO KNOW YOUR COMMUNITY NEEDS

If the image of a community or the “First Impression” to the visitor is favorable, the result will be significant positive impacts on the area and its residents – building cultural vitality (through pride and respect) while supporting economic health by retaining and attracting residential and business growth.

If that image is negative, it fosters thoughts of disrespect and avoidance. It hurts the community socio / economically. It impacts the residents with a feeling of low self esteem with little worth resulting in a lower quality of person being attracted to the area with no or little positive business growth.

This audit / inventory is designed to help communities, residents, business / community leaders and organizations review their community for areas of improvement in:

- Litter / illegal dumping prevention.
- Beautification / Community Improvements.
- Leadership in the community.

This approach is based on getting the facts before proceeding to action. Objectivity is required – even if “outsiders” are enlisted to assist.

Gathering the Facts on Litter / Illegal Dumping Prevention

- What are the litter / illegal dumping ordinances in the community – fine levels & public service requirements?
- How many litter / illegal dumping citations have been issued by the city / county in the past year?
- How were these cases adjudicated (settled)? (Summarize)
- Does the community have a law enforcement tracking and / or data base system for litter / illegal dumping?
- How much money does your community spend on litter control and clean ups each year?
- How much money or time and effort is spent on litter prevention each year?
- What is the No. 1 litter problem in our community and where is it located (Litter Survey)?
- Does the community have litter cleanups? How often? By Who?
- Do the schools (public and private) have a litter free culture? Are athletic and cultural events litter free? Does the school(s) carry out recycling programs?
- What litter prevention programs are in the schools?
- Has our community participated in the Keep America Beautiful – “Great American Cleanup”? Results?
- Does the city have a tight control over parades and events in terms of making them litter free? Is a bond or clean-up deposit required?
- Do building permits include conditions for proof that waste material has been taken to the landfill?

- What is the total dollar amount of litter / illegal dumping fines collected last year? Is it time for change?
- How many litter community service hours were donated to the community and by who?
- Have you ever done a litter survey of the community – if so, when and by who?
- How much money does our community spend on illegal dumping control each year?
- How much money or time and effort is spent on illegal dumping prevention each year?
- Who is responsible for illegal dump cleanups?
- How many illegal dump sites were cleaned during the past year and at what cost?

Gathering the Facts on Beautification / Community Improvement

- What organizations or groups in our community encourage community beautification and improvement? Extent and type?
- How can those organizations be supported?
- Is there a community improvement / beautification plan? Is it current?
- Is there a tree / landscape ordinance for new improvements and modifications to older facilities? Is it enforced?
- Has your community received recognition for its beautification efforts in the past three years? (If so, from whom?)
- Is there a tree / landscape or cultural theme for the city?
- Is there a recognition program for those in the community doing the right thing?

- List the community's most attractive elements?
- List the community's least attractive elements (broken windows)?
- What improvements to buildings (public / private) are required and where?
- What is the condition of the public signs?
- What condition are the private signs?
- Are the signage ordinances adequate and enforced?
- How are the entryways to your community? What impression do they give?
- Are the public buildings, parking lots, vehicle, staff and other facilities well cared for and clean and attractive? In other words do they set a good example?
- What is the general condition of the private residential properties – areas for improvement?
- What is the general condition of the business's – areas for improvement?
- What are the type and extent of public nuisances in the community?
- Is there a good public nuisance abatement program in the community?
- Is there an effective "Code Enforcement" office and is it staffed and does the Council support it?

Gathering the Facts on Community Leadership

What is the attitude of the community governmental leaders toward litter prevention and beautification? Identify names, interview them and rate the individuals as to whether they have a high, medium or low commitment to community image enhancement.

Mayor

City Council Members / County Supervisors

City / County Manager / Public Works Head

Sheriff / Police

Judges

Prosecuting Attorney

Public Employees

Landfill Managers

What is the attitude of the community social / business leaders? In each case identify individuals.

Chamber of Commerce / Economic Development

Media Entities

Business – small and large

Regional Solid Waste Agency

Drive-in food services

Convenience Stores

Service Clubs (Identify them)

Religious leaders (Identify them)

Garden clubs

Youth groups – scouts, etc.

Retirees

**TAKE THE FACTS, SHARE THEM WITH THE PUBLIC AND
PREPARE A PLAN OF ACTION TO RESPOND TO THE
ISSUES THROUGH CORRECTION AND PREVENTION
EFFORTS. CONSTANTLY EVALUATE SUCCESS.**