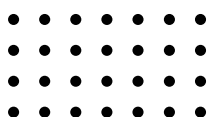




FY 2025 – 2026

Annual Report

A comprehensive overview of our community
impact and environmental stewardship.



WWW.KRCB.COM

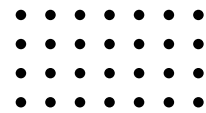


[@KEEPRIVERSIDECLEANANDBEAUTIFUL](https://twitter.com/KEEPRIVERSIDECLEANANDBEAUTIFUL)

About Us

Keep Riverside Clean and Beautiful (KRCB) is a proud affiliate of Keep America Beautiful, the nation's leading community improvement organization dedicated to promoting environmental stewardship through education, volunteerism, and public-private partnerships.

Established locally in 1976 through a partnership between the City of Riverside and the Greater Riverside Chambers of Commerce, the program evolved to meet growing community needs. In 1993, a more coordinated, volunteer-driven model was adopted, and in 1996 the organization was renamed Keep Riverside Clean and Beautiful to reflect its expanded focus on litter prevention, waste reduction, recycling, and community beautification.



Our Mission

To instill a sense of community pride by creating partnerships that work toward the beautification of the city.



COMMUNITY
PRIDE



ENVIRONMENTAL
STEWARDSHIP



CITY
BEAUTIFICATION



Programs & Events



Our volunteer events unite residents of all ages and backgrounds, local businesses, schools, universities, nonprofit organizations, and civic leaders in meaningful, hands-on efforts to beautify Riverside.

Through activities such as litter and illegal dumping cleanups, graffiti abatement, waterway and storm drain restoration, tree plantings, and neighborhood greening projects, volunteers do more than enhance the appearance of public spaces. They play a direct role in improving quality of life for everyone.

By engaging in hands-on service, volunteers witness the tangible impact of their efforts and develop a deeper appreciation for the role they play in protecting Riverside's natural resources. These meaningful experiences also provide opportunities for environmental education and civic engagement, helping participants better understand the importance of sustainability, conservation, and community stewardship.

VOLUNTEER PROGRAMS & EVENTS

- Adopt-An-Alley
- Adopt-A-Street (Volunteer/Sponsored)
- Arbor Day Cleanup
- Clean Campus Competition and Art Contest
- Festival of Lights Switch-On Ceremony Cleanup
- Greatest American Cleanup
- Love Your Neighborhood
- Love Your Neighborhood: New Year, Clean Start
- Riverside County Cleanup: Highgrove & University City
- Ward Beautification Projects (Wards 1-7)

NON-VOLUNTEER PROGRAMS & EVENTS

- Community Appearance Index
- Beautification Awards
- Cigarette Litter Prevention Program
- Community Recognition Award Ceremony

Fiscal Year

Total Overview

CATEGORY

Our Impact for FY 2025 - 2026

Number of Volunteers	10,344
----------------------	--------

Volunteer Hours	19,604 hrs
-----------------	------------

Number of Cleanups	1,028
--------------------	-------

Waste/Debris Removed	334,640 lbs.
----------------------	--------------

Miles of Waterways Cleaned/ Improved	54 mi
---	-------

Number of Waterway Cleanups	54
-----------------------------	----

Number of Storm Drains Cleaned	610
--------------------------------	-----

Number of Cigarette Litter Diverted from Water Ways	16,000+
--	---------

Number of Trees Planted	68
-------------------------	----

Number of Native Plants Planted	1,014
---------------------------------	-------

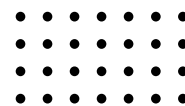
Number of Graffiti Removed	6,392
----------------------------	-------

Number of Illegal Signs Removed	648
---------------------------------	-----

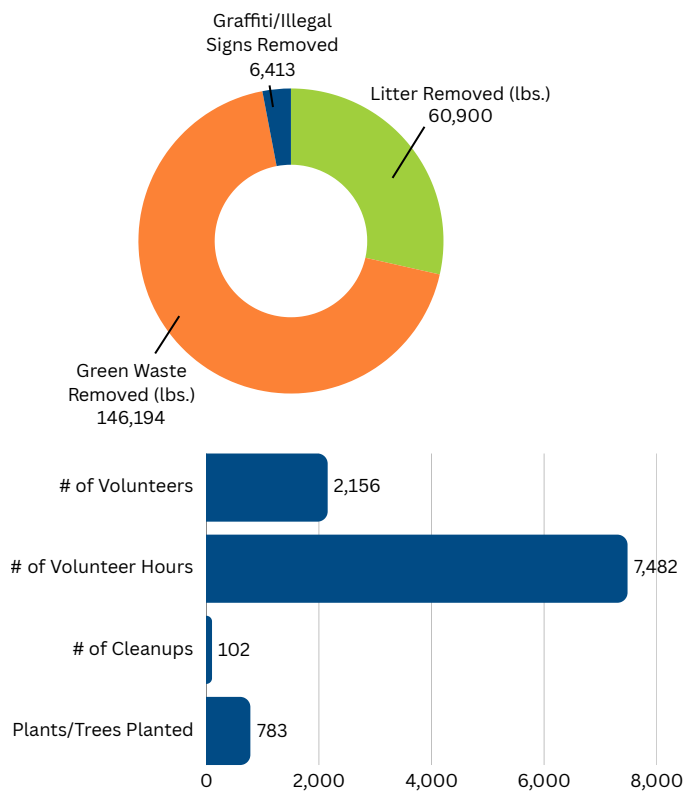
Miles of Streets and Roads Cleaned/Improved	827 mi
--	--------

Acres of Parks, Public Lands Playgrounds, and Trails Cleaned/Improved	2,615 ac
--	----------

Beautification Projects



PROGRAM DATA



ABOUT



Beautification Projects are a powerful reminder of what can happen when a community comes together with a shared purpose. Held in each of Riverside's seven wards, these projects bring residents and local leaders together to beautify neighborhoods through litter removal, graffiti abatement, landscaping, and other improvements. The result is more than a cleaner community; it is a stronger sense of civic pride, connection, and responsibility for the places we call home.

Adopt-An-Alley & Street

ABOUT



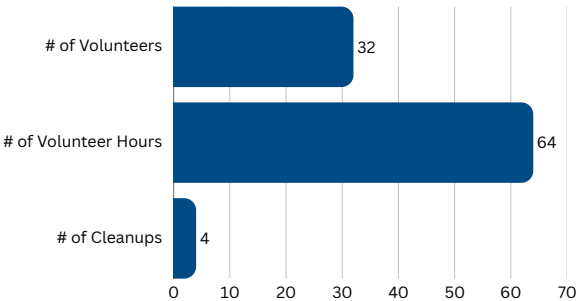
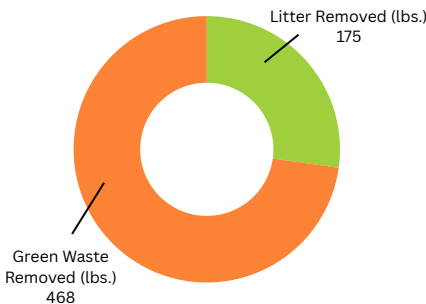
Adopt-a-Street and Adopt-an-Alley inspire residents, businesses, schools, and community organizations to become champions for the places they call home. Operating under the same model, both programs empower volunteers to care for a designated area through ongoing stewardship. The only difference is the focus area: one centers on streets, while the other focuses on alleys.

By investing time and care into these shared spaces, participants do more than remove litter and improve appearances. They lead by example, inspiring neighbors and demonstrating the positive impact that individual action can have on an entire community.

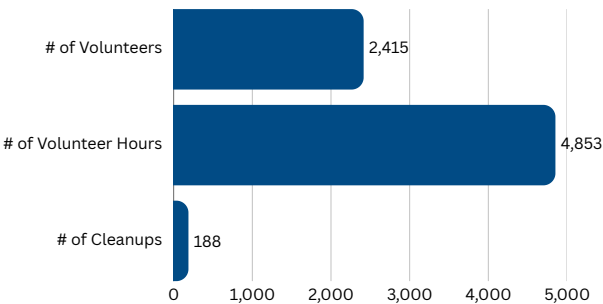
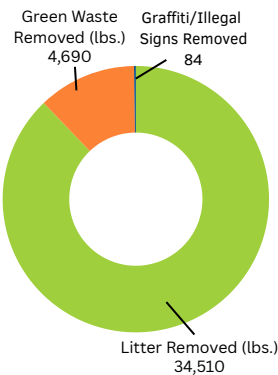


Adopt-An-Alley & Street (cont.)

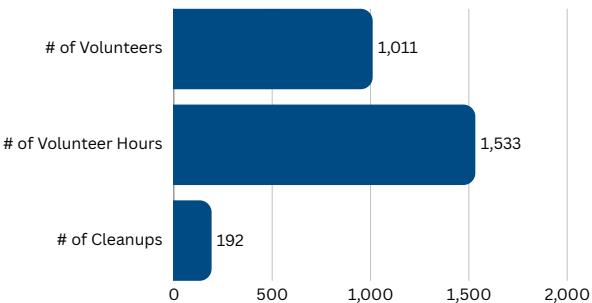
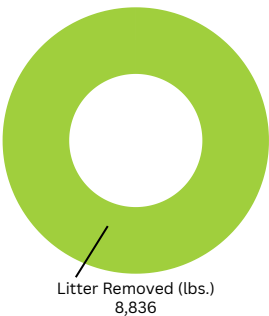
ADOPT-AN-ALLEY



VOLUNTEER ADOPT-A-STREET



SPONSORED ADOPT-A-STREET



Love Your Neighborhood

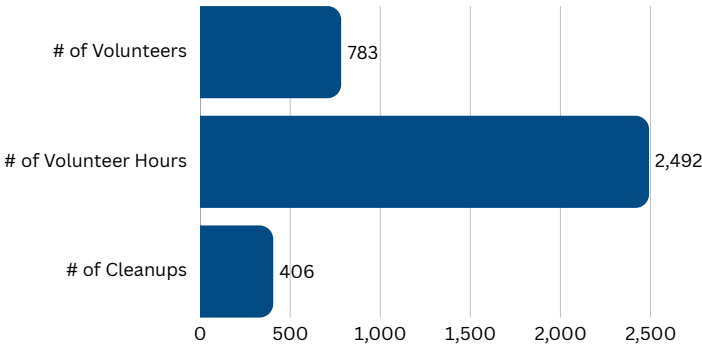
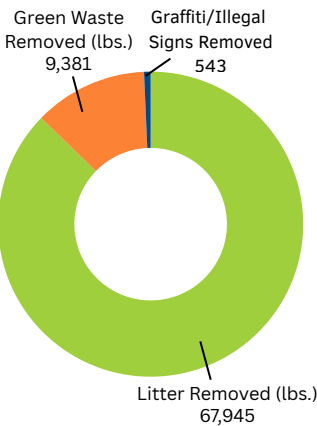
ABOUT



Love Your Neighborhood empowers residents to become champions for their own community. Through this program, individuals, families, and neighborhood groups can lead beautification projects that address the needs they see firsthand. KRCB provides the tools, supplies, and support, while residents provide the vision and leadership. By putting resources directly into the hands of community members, Love Your Neighborhood demonstrates that meaningful change begins with local action.



PROGRAM DATA



Beautification Awards

ABOUT

Beautification Awards celebrate businesses that are investing in the beauty and vitality of Riverside through exceptional property maintenance and enhancement. By recognizing those who lead by example, the program inspires others to take pride in their surroundings and help create cleaner, more attractive neighborhoods. More than an award, this program highlights the positive impact that attractive, well-maintained spaces have on neighborhoods and encourages others to invest in the places where we live, work, and gather.



Clean Campus Competition

ABOUT

Clean Campus Competition inspires the next generation of environmental stewards. Through student-led efforts in litter prevention, recycling, beautification, and water conservation, schools create cleaner, more sustainable campuses while fostering a culture of civic pride and responsibility. More than a competition, it is an opportunity for students to discover the power they have to improve their school and their community.



Community Recognition Awards

ABOUT

Community Recognition Awards celebrate the power of people coming together to make a difference. By recognizing exceptional leadership, volunteerism, and collaboration, KRCB highlights the transformative impact of working together for the greater good. These stories of service and partnership inspire others to get involved and demonstrate how collective action can create lasting change for our community.



Santa Ana River Bottom Cleanup & Waterway Stewardship

ABOUT



Santa Ana River Bottom Cleanups are rooted in the belief that protecting our environment begins with caring for the waterways that sustain our community. Through organized cleanup efforts along the Santa Ana River and throughout Riverside's storm drain network and waterways, KRCB mobilizes volunteers to remove litter, illegal dumping, and debris before it can pollute our watershed, impact wildlife, or flow downstream to neighboring communities.

This program connects residents to the direct impact their actions have on the health of our environment. Every piece of litter removed from a riverbed, storm drain, or waterway helps protect local ecosystems, improve water quality, reduce flooding risks, and preserve the natural beauty of Riverside.



Public Education Program for Graffiti, Sustainability & Service

ABOUT ▼

Education is an important part of building a community that takes pride in where it lives. Through the Public Education Program for Graffiti, Sustainability, and Community Service (PEP), KRCB creates opportunities for residents, community leaders, public agencies, nonprofit organizations, and local businesses to come together and connect around issues that contribute to Riverside's quality of life.

Held bi-monthly, PEP brings community education into an accessible and collaborative setting. Meetings feature local experts and other partners who share practical information and resources related to environmental stewardship, beautification, graffiti prevention and abatement, sustainability, volunteerism, and emerging community initiatives. Topics have ranged from home composting and waste reduction to urban forestry, neighborhood revitalization, public art, and community planning.

PEP is designed to turn information into engagement. Interactive presentations and workshops give participants practical knowledge they can use in their homes, neighborhoods, and workplaces, while creating opportunities for new relationships and partnerships to develop.

PEP meetings are free and open to the public.



2025-2026

Analytics & Data

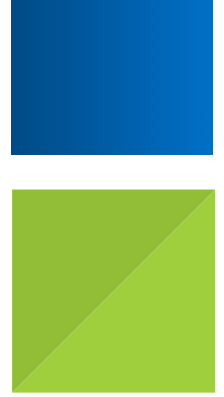
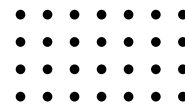
LEARN MORE



To read about participation in KRCB's programs including the number of volunteers, new plants placed, storm drains cleaned, hours worked, graffiti removed and much more, review the [2025-2026 Analytics and Data report](#).



Meet the Team



Stephanie Bell, Executive Director



(951) 683-7100 Ext. 250



sbell@riverside-chamber.com



Logan Rosselli, Senior Project Coordinator



(951) 683-7100 Ext. 252



lrosselli@riverside-chamber.com



Andrew Nguyen, Project Coordinator



(951) 683-7100 Ext. 251



anguyen@riverside-chamber.com

THANK YOU TO OUR 2025/2026 KEEP RIVERSIDE CLEAN AND BEAUTIFUL SPONSORS



Arlington Business Partnership · City of Riverside Parks & Recreation ·
Tilden-Coil Constructors, Inc. · University of California, Riverside



*Keep Riverside Clean and Beautiful is a community volunteer program
Sponsored by the City of Riverside 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*

