



COUNTY OF SANTA CRUZ

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NEWS RELEASE



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BOARD ENDORSES ANNUAL COMMUNITY CLEANUP DAY

The Santa Cruz County Board of Supervisors is pleased to be the first local jurisdiction to support the first annual "Santa Cruz County Cleanup Day," to be held this year on May 11.

The Board adopted the resolution to support designating the second Saturday in May as an annual clean-up day to improve local beaches, wetlands, riparian corridors, parks and other open spaces. The event is being led by the Trash Talkers Coalition, a group of local leaders behind the Pitch In initiative focused on eliminating litter and illegal dumping and making ours the cleanest county in California.

"We are excited to support an annual, countywide community cleanup day," Board Chair Justin Cummings said. "A clean environment not only benefits us, but all the living things that depend on that environment for survival."

"Environmental protection and sustainability have been priorities of the County Board for decades," Supervisor Felipe Hernandez said. "A community cleanup day allows us to come together in the spirit of unity on behalf of the place we all call home."

Santa Cruz County Cleanup Day will provide a focal point for community engagement, education, and action that supports environmental stewardship, encouraging collaborations among local governments, non-profit partners, businesses, and residents to promote environmental protection and action. Through site-specific cleanup events, participating organizations will organize existing resources to have a greater impact toward the community's commitment to promote environmental protection and sustainability.

The County is supporting the effort by allocating a portion of Measure C single-use cup funds toward public cleanup events in unincorporated Santa Cruz County by offering a disposal site fee waiver voucher. Participants must contact Kasey Kolassa by May 1, 2024 to request a voucher at: kasey.kolassa@santacruzcountyca.gov or fill out the online form at pitchinsantacruz.org. Fee cannot be waived for private property cleanups.