

Clean Parks Program

Richardson Parks and Recreation
Commission
January 9, 2024



Overview

- Background
- Program Purpose
- Social Media Campaign
- New Web Pages
- Rotary Grant Funding
- Signage
- Clean Park Patrol Passport
- Dispensers with Branded Bags
- Pilot Trash Can Deployment
- Increased Staff Monitoring
- Reporting Concerns



Background

Increased trash in parks, including:

- Confetti and other microlitter
- Loose trash
- Overflowing trash cans
- Trash cans used for non park usage
- Excess trash left behind at pavilions



Program Purpose

- Create advocates for clean parks
- Reduce loose trash left behind at pavilions
- Reduce microlitter
- Educate on purpose of park trash receptacles
- Leave our parks cleaner overall for everyone to enjoy!



Social Media Campaign

- Variety of targeted graphics expressing concerns
- Shared throughout the year and increased during peak times
- Designed to educate and build awareness



New Web Pages

Web Pages Designed to:

- Educate the public on estimated scheduled trash times
- Provide information on how to report concerns
- Share Passport and educational information
- Launches January 9
 - <https://www.cor.net/departments/parks-recreation/clean-parks/>



Grant Funding

Richardson Rotary Club Matching Grant Fund

- City received \$5000 grant funding for:
 - Signage
 - Passports
 - SWAG material
 - Branded trash bags
 - Trash bag dispensers



Signage

- Educate keeping area clean
- Purpose of trash cans
- Large gathering impacts and scheduling
- How to report issues



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HELP KEEP OUR
PARKS CLEAN

IF YOU **BRING IT...**
PLEASE **TAKE IT** WITH YOU

**PARK TRASH CANS
ARE MEANT FOR EVERYDAY USE
NOT LARGE GATHERINGS.**

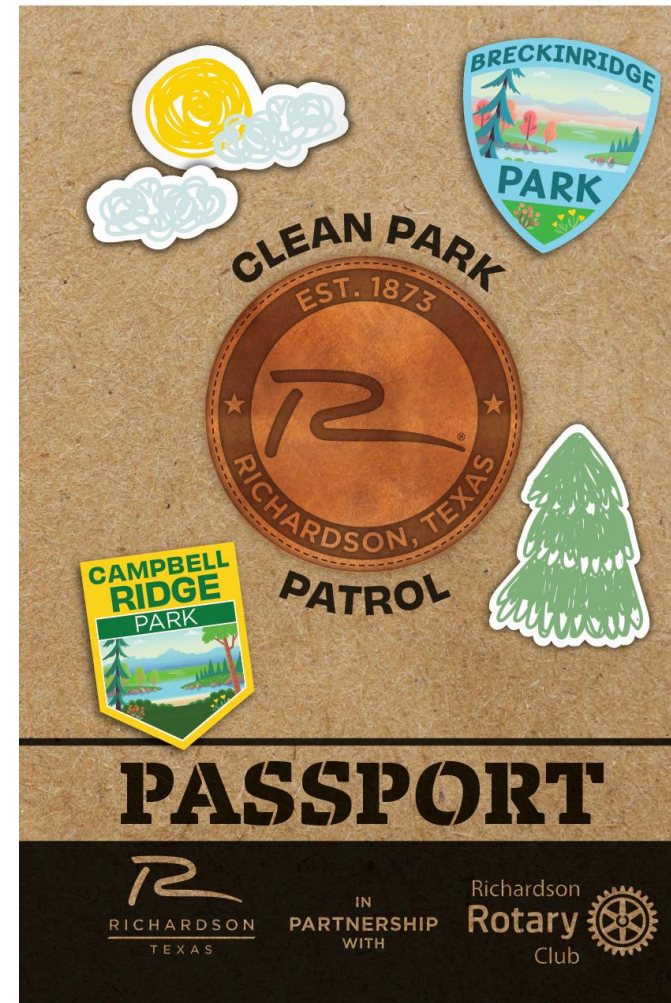
SCHEDULE LARGE GATHERINGS WITH
PARKS AND RECREATION DEPARTMENT
972-744-4300

SEE EXCESSIVE TRASH?

Contact: **972-744-4111** or LitterFree@cor.gov

Clean Park Patrol Passport

- **Educational Activity Booklet**
 - Grades Pre-K to Kindergarten (coming soon)
 - Grades 1st and up
- **Includes:**
 - Park Map
 - Litter Facts
 - In-book Activities
 - Challenges
 - Litter Quiz
 - Pledge and Signature Sheet
 - Contact Information
- **Launch: January 9, 2024**



Final product may vary

Clean Park Patrol Passport

- **Prizes for completing challenges:**
 - Drawstring bag
 - Water bottle
 - Stickers
 - Various other goodies
- **Distribution of program passports:**
 - Recreation Day Camp Program
 - Recreation Centers
 - Gymnastics Center
 - Local Day Care Centers
 - Eventually RISD



Dispensers and Branded Bags

- Pilot Program - testing effectiveness
- Dispensers at 2 Park Pavilions
 - Crowley Park
 - Breckinridge Park Complex C
- Yellow-tinted Branded Bags
- Bag Dispensers Built In-House
- Launch estimated late January

Pilot Trash Can Deployment

- Launch at Crowley, Berkner and Renner Linear
- Reduces trash blow out
- Cleaner appearance
- Recycled material
- Increased capacity x 2
- Deployment estimated for late January



Increased Staff Monitoring

- Administered by a third-party contractor
 - No scheduled pick up on Tuesday and Thursday
 - Two crews dividing the city
- Staff monitor parks as a first assignment Monday through Friday to ensure there are no issues
 - If there are issues, they report to the contractor or take care of the concern

Reporting Concerns

- AskRichardsonParks@cor.gov or Litterfree@cor.gov
- Report to SCADA, call 972-744-4111
- MyRichardson App
- Call Parks and Recreation Administration 972-744-4300
- Call 911 if immediate concern



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