East Colfax’s “Rolling” Neighborhood Clean-Ups

The idea for project was born during the leadership kickoff meeting when East Colfax joined SNN in 2016

- **Priorities:**
  - Long-term and sustainable
  - Beautification of the neighborhood
  - Creating a sense of community
  - Encouraging individuals to do their part in preventing litter by bringing consciousness to the problem

2016: Year One
- North half of neighborhood
- 14 clean-ups
- Cleaned approx 14.5 miles

2017: Year Two
- South half of neighborhood
- 7 clean-ups
- Cleaned approx 8 miles

2018: Year Three
- 4.5 miles remaining
- May double back on main corridors
Sustainable Long-Term Plan

**Communication**

- **Association Members**
  - Email list
  - Printed flyers at meetings
- **Neighborhood & Surrounding Area**
  - Next door
  - Facebook
- **Residents directly affected**
  - Flyering street being cleaned the week prior to each clean-up
  - Spoke to residents while flyering as often as possible

**Frequency & Consistency**

- Once per month (began twice/month)
- Same weekend and time each month
- March - October
- Strategically “rolled” through the neighborhood
  - Cleaned 2-3 streets each clean-up
  - Year One: Started on West end of neighborhood and moved East
  - Year Two: Started on East end and moved West

This approach consistently brought a balanced group of volunteers from each category of recipients.