

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

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.