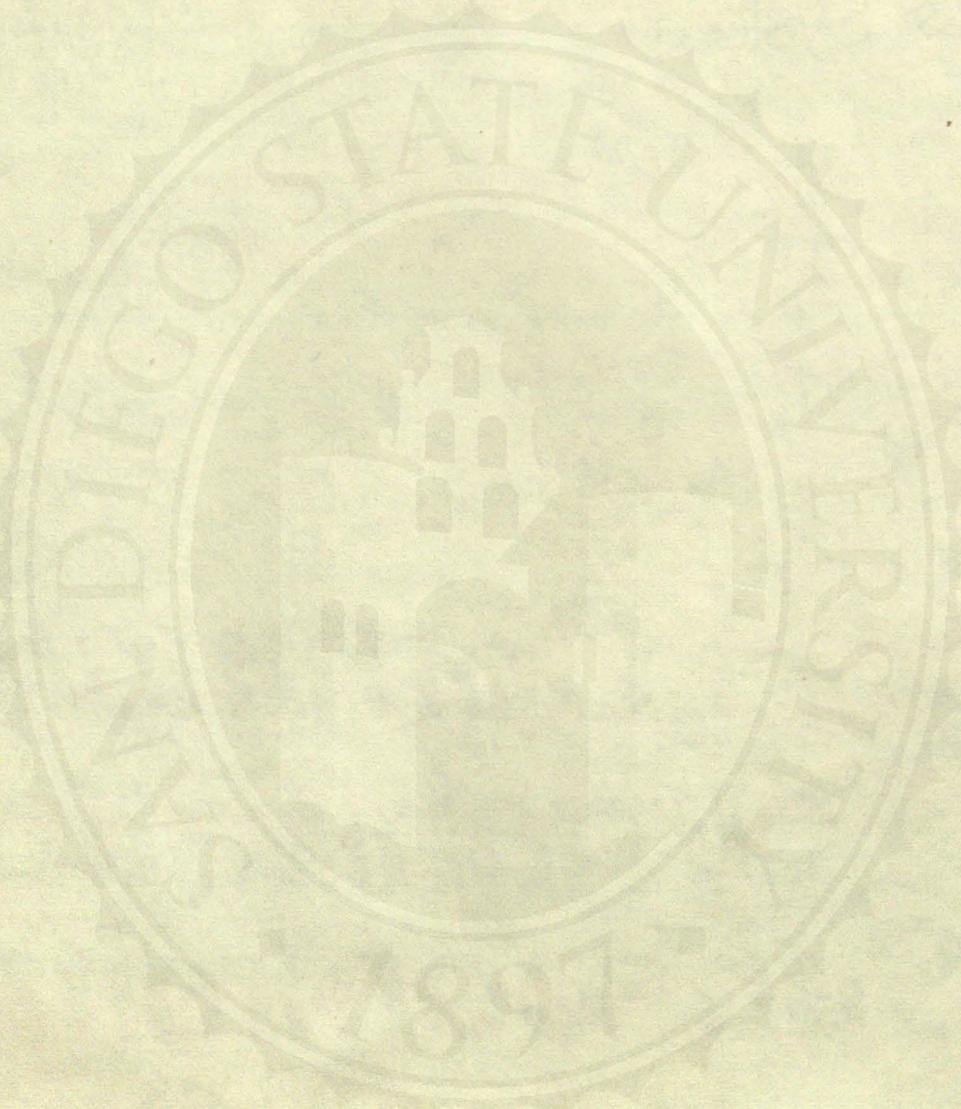




Clean
Community
System

***Community
Organizations
Sub-committee
Guide***



"Involving the people" -- all the people, wherever they live in the community, whatever they do for a living, whatever their interests are -- is a major step in the normative systems change process of the CLEAN COMMUNITY SYSTEM. Voluntary organization is a way of life in America, creating mechanisms through which virtually all the people in a community can be involved in the System. It is the role of the Community Organizations Sub-committee to use these mechanisms to encourage and enable all the people to take an active part in the CCC program.

Specifically, the Community Organizations Sub-committee should seek to:

- .. reach all sectors of community life through existing organizations.
- .. identify the System and the goals of the CCC with the programs of these organizations.
- .. enlist groups of volunteers for special projects.
- .. translate the CCC program into specific action projects for a wide variety of organizations.
- .. insure the broadest possible participation in CCC special events.
- .. provide positive reinforcement of the new normative system through awards programs.
- .. encourage the formation of block and neighborhood associations to bring the CCC directly to residents in all parts of the community.
- .. keep the CCC informed of the activities of other organizations and of their response to the System, as considerations for program refinement.

Using the mechanism of existing community organizations begins with the selection of sub-committee members. It is essential that the sub-committee be broad-based, with contacts throughout the entire community. While all should be active members of other organizations, thoroughly familiar with the social structure of the community, it might be best to invite those who no longer hold major positions in their respective groups, rather than those currently in office or chairing key committees. The former will not only have more time to devote to the sub-committee, but will also probably have a broader perspective on what constitutes appropriate activity by the sub-committee.

Special consideration should be given to selecting the sub-committee members from those organizations which agreed to support the program before the community was certified as part of the CLEAN COMMUNITY SYSTEM by

Keep America Beautiful, Inc. Efforts should also be made to include representatives of organizations which, traditionally, have cooperated with other groups in achieving community-wide goals. To meet these objectives in selecting the committee, consideration might be given to those who have been active in:

- .. service organizations
- .. women's organizations
- .. fraternal orders
- .. ethnic societies
- .. conservation organizations
- .. veterans organizations and their auxiliaries
- .. specific interest groups (garden clubs, historical societies, etc.)
- .. youth groups
- .. neighborhood associations
- .. labor unions
- .. church and school organizations

IDENTIFYING EXISTING ORGANIZATIONS

The very first step the sub-committee will want to take is to identify as many of the existing organizations in the community as possible. Most Chambers of Commerce and United Way offices maintain up-to-date lists. These should be supplemented by contact with newspapers (through the Communications Sub-committee), personal knowledge and, as the sub-committee's program gets underway, contact with other organizations.

Organizations which are unfamiliar to sub-committee members should be contacted to ascertain their size, membership characteristics, goals and current programs. (These groups may be good sources for the names of other groups, heretofore unknown to sub-committee members.)

A file card system, giving the name of the organization, (with the name, address and telephone number of a contact person), membership size and a brief description of its goals and program (including regular meeting dates) will be of considerable help in developing the sub-committee's plans and in implementing them. Organizing this file should probably be the sub-committee's first objective. As it is developed, names should be made available to the Communications Sub-committee to assist them in setting up the CCC's mailing list.

DEVELOPING A PLAN TO INVOLVE COMMUNITY ORGANIZATIONS

Having established the card file, group contacts should be set up on a priority basis. The sub-committee would be well advised to identify target groups -- by size, role in community life, ability to reach less organized groups of residents, or other considerations of particular importance to this community -- which have the broadest possible reach. Key members of these target organizations might be invited to a special meeting for a briefing on the CLEAN COMMUNITY SYSTEM and the CCC's program. Part of this meeting should be devoted to a CCC information workshop, or, if feasible, a complete training workshop. Arrangements should be made to present the information workshop to the membership of each of these organizations at the earliest open date.

Each sub-committee member might be asked to:

- .. be responsible for a certain number of the target organizations.
- .. arrange dates for the information workshop for each organization with program chairmen and with the person responsible for scheduling the CCC trainers.
- .. accompany trainer, to establish personal contact with these groups.
- .. help the trainer to secure commitments from these groups.
- .. follow-up on commitments and work to interest these organizations in further involvement.

Once target groups have been exposed to the program, the sub-committee should proceed through the files, systematically, to contact every community organization which holds regular meetings. Long range plans should include strategies to arrange for information workshops for as many of these groups as possible. By assigning each organization listed in the files to a member of the sub-committee, keeping careful records of which groups have participated in workshops and following up on those which have not, it should not be difficult to present the CLEAN COMMUNITY SYSTEM and the CCC program to 20,000 individuals in the first two years of the program in a medium sized city. Reaching such a goal would be well worth the effort. Workshops for groups and organizations have been shown to be the single most effective way to identify the System and the goals of the CCC to the community-at-large.

VOLUNTEERS FOR SPECIAL PROJECTS

Being familiar with most of the organizations in the community, the sub-committee will probably be asked to suggest particular groups to carry out special projects for the CCC, such as conducting the attitude surveys, making a vacant lot or abandoned building census, or assisting with the measurement procedures. (The time consuming task of assigning numbers to block fronts on the map of the Photometric Index sampling area can easily be handled by volunteers.) Groups accepting such major

responsibilities should be asked to have their members, or at least those who will be working on the project, attend early training workshops. Groups to be considered for these special assignments might include:

- .. college classes (psychology, sociology, statistics)
- .. alumni organizations
- .. professional society auxiliaries
- .. garden clubs
- .. senior citizens

SPECIFIC GROUP ACTION PROJECTS

Group projects are a vital element in the CLEAN COMMUNITY SYSTEM. They broaden the base of involvement, provide visible, permanent results which reinforce the belief that "something can be done," and sustain interest in the CCC program. The key to stimulating organizations to adopt special projects in support of the CCC program is to suggest those which most closely complement the organization's own goals. The sub-committee might consider developing (or contacting KAB for assistance in developing) projects such as:

- .. mini-park development by neighborhood associations.
- .. illegal dump census in more rural areas by 4-H members.
- .. litter control at parades, fairs and sporting events by veteran's organizations.
- .. mini-CCC programs for schools by the PTA.
- .. yard cleanup and maintenance for the elderly and handicapped by the Lions or Jaycees.
- .. river bank cleanup and planting for soil erosion control by Boy Scouts or The Izaak Walton League.
- .. aesthetic environment analysis (general appearance of community) by college art or design classes.
- .. surprise recognition of litter-free commercial premises by a service club.
- .. permanent maintenance of an old cemetery by church young people's groups.
- .. junked car program by a fraternal organization.
- .. recycling and reclamation program by a young women's organization.

A number of such project guides are currently available from KAB and new ones are in preparation.

PARTICIPATION IN CCC SPECIAL EVENTS

From time to time, the CCC will schedule special events -- KAB Day, ceremonies, cleanups, massive planting projects -- requiring additional manpower. This is the sub-committee's opportunity to involve directly groups unable, or unwilling, to take on special projects of their own, groups which may well be able to supply a number of one-time volunteers. Besides providing the personnel to carry out the short term-project, the organizations, if properly briefed by the sub-committee and provided with appropriate literature before the event, will identify much more closely with the program thereafter. (In this instance, the files will again be of invaluable assistance.)

AWARDS PROGRAMS

Awards programs offer the sub-committee a two-level opportunity to involve more people and to translate the CCC program into its simplest terms. By asking major community organizations to sponsor specific awards programs, the sub-committee helps more people to become part of the "community owned and operated" program. By setting up specific criteria which reward positive norms for the day-to-day handling of trash, the sub-committee has an opportunity to define the CCC program.

Examples of two-level awards programs include:

- .. shopping center award, based on the ratio of receptacles to parking spaces, cleanliness of loading docks and refuse storage areas, absence of trapped litter, and efforts to improve the appearance of the entire facility, to be sponsored by a garden club.
- .. industrial park award, based on similar criteria, plus extra credit for the number of industrial tenants who have held information workshops for their employees, to be sponsored by the Chamber of Commerce.
- .. individual awards for sanitation workers, based on the evaluation of their work by their superiors and by the households or business establishments they serve, to be sponsored by the Business and Professional Women's Club.
- .. block improvement awards, based on the installation of flower boxes or other plantings, number of households and commercial establishments participating, care with which refuse is containerized (judge on pick-up day), observance of sanitation regulations, absence of litter, to be sponsored by a local broadcasting station. (NOTE: KAB is sponsoring a national program along these lines, for which kits are available.)

In planning these two-level awards programs, the sub-committee will want to:

- .. assess the need for a specific activity by a certain segment of the community at the particular time, as for example, when school budget cuts have affected the maintenance, there will be a need to encourage students to do their part in keeping up the building and campus.
- .. work out criteria to recognize those actions which best meet the need, as for example, points for student-conducted litter/solid waste analysis of school buildings and grounds, receptacle installation and refurbishing, graffiti removal, school yard planting, etc.
- .. identify a community organization with a particular interest in that segment of the community and a membership capable of handling the administrative details -- publicizing the program to the schools, judging, arranging for awards and presentation ceremonies, publicity, etc. -- as for example, a woman's service organization.
- .. work with the sponsoring organization to refine criteria, coordinate publicity (with the Communications Sub-committee), design program materials, etc.
- .. see that the sponsoring organization gets full credit for the program.

BLOCK AND NEIGHBORHOOD ASSOCIATIONS

The CCC program offers an unparalleled opportunity for the organization of grass roots groups to carry out the normative systems change process where people live. Through its work with a large number of community organizations, embracing all sorts of people, the sub-committee will undoubtedly develop contacts and links with key leaders in sections of the city where residents are apt to fail to identify with the rest of the community -- enclaves of the elderly, of transients such as college students and military personnel or of minority groups. A project guide for organizing block and neighborhood associations is available from KAB.

KEEPING THE CCC INFORMED

With the possible exception of the Communications Sub-committee, the Community Organizations Sub-committee has the broadest public contacts of any group in the CCC. Each contact should be recorded and a regular report of activities submitted to the appropriate CCC member or the executive coordinator. Further, these reports should include information on plans of other organizations which might have a bearing on the CCC program. If, for example, the Girl Scouts have bought a camp and are refurbishing it, the CCC might want to direct the sub-committee and the Municipal Operations Sub-committee to offer their services to the Girl Scout Council, to help to organize the camp facilities so negative norms about trash handling will never develop there.

Another important communications function of the Community Organizations Sub-committee is to assess the reaction to the total program, or certain aspects of it, in the various publics they are in contact with and to provide this information to the CCC. Sub-committee members should also be alert to identify people otherwise unknown to the CCC, who might be especially qualified and interested in serving as members of one of the sub-committees or on the parent body itself, and so broaden the base of participation.