“Where talking trash is OK”

Our Mission: To remove trash from the Russian River watershed, educate the public and create more cleanup events.
Driftwood Beach, Jenner, CA January 2015
On the River Cleanups – Spring 2015
20 yards from the rivers edge “the jungle” spring 2016
Trash staged for us before a big river cleanup, campers getting in the trash removal game!
Thursday Homeless trash day at Vets Connect Clean Day

In the first 14 months of CRA, the people living along the river put out over **70,000 pounds** of trash for us to pickup on Thursdays from 6 camps & less than 40 individuals.

Clean River Alliance Russian Riverkeeper
Vira the Calif. Mermaid and Keary and Sally Sorenson helping to educate those who are camping on our river how they help us take care of it and to “Pack it in and pack it out” and “a Clean camp is a safe camp”.
“A clean camp is a safe camp”

“pack it in / pack it out”

Trash on our river is a big problem and we need your help by bringing in your trash on Thursdays from 9am to 1 pm at the Vets Hall on Shower day.

Trash and litter hurts our rivers, our oceans, and all the people and wildlife who live on it.

Thanks for caring about our beautiful town and the Russian River.

HELP! Keep Our Russian River Clean
Pack It In / Pack It Out
“A Clean Camp Is A Safe Camp”

Our Mission:
To remove trash from the Russian River Watershed and to educate citizens about the problem of river trash in our waters by creating more public river clean-up events.
cleanriveralliance.com
Feed the homeless every week with meals provided by volunteers and downtown merchants at the winter shelter in Guerneville.
The campers put the trash out.....we pick it up and haul to the dump.
"the jungle", typical trash piles near camps one week, homeless bagged it up before we came back!
The POWER of engaging and educating homeless individuals
Summer Camp: Can’t even find a butt on the ground!

Clean River Alliance

Russian Riverkeeper
Enforcement/ Evictions without consequence is a revolving door, they will come back and re-build the mess as they have learned nothing
River side camp after: Luckily CRA was on the scene – NOT the same outcome when campers arrested and CRA not Notified
Clean Camps = Clean River!
- Nothing but tent!

Positively engaging the homeless leads to behavior changes & accountability, evictions will not change behavior.
Lessons learned on the Russian River: What's Working!

Pre-Engagement before cleanups:

- Communicate and partner with local homeless service providers and outreach teams prior to any cleanup activity to build a relationship and enroll campers support.
- Provide Clean Camp Education materials at homeless shelters, food pantry’s or homeless service centers.
- Distribute bags to campers ahead of time, gloves if needed and enroll campers.

Actual Cleanups and Ongoing Engagement:

- Work in teams of two for safety & legal reasons, Male and female works well for engaging people – too many can overwhelm!
- Build up safe camps with services like trash pick up, portable restroom, visits from local health agencies.
- Be Consistent - Show up when you said you were going to so they know they can count on you.
The PROOF of Concept

By engaging them as partners, we have instilled a sense of dignity and community engagement

Tim “the BUTTKICKER” – our term of endearment
LOOK at all those butts!
“Where talking trash is OK”

So let’s talk trash – Q&A time