

**Clean CA Program
Community Cleanup and Employment Pathway (CCEP) Grant Proposal**

I. PROJECT DESCRIPTION

CALTRANS DISTRICT	PROJECT TITLE	AGENCY NAME	AGENCY CONTACT NAME	PHONE NUMBER	EMAIL ADDRESS
District 4	Green Workforce for Clean and Sustainable Streets in San Mateo County	City/County Association of Governments of San Mateo County	Reid Bogert	650-863-2126	rbogert@smcgov.org
			Agency Contact Name (Secondary)	Phone Number (Secondary)	Email Address (Secondary)
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1.2 PROJECT DESCRIPTION

The Green Workforce for Clean and Sustainable Streets in San Mateo County Project is a multi-faceted initiative aimed at increasing access to green jobs for underserved community members in San Mateo County, making a tangible improvement in the cleanliness and safety of local roadways and other public spaces in frontline communities, expanding partnerships among local agencies, workforce development services and community organizations and inspiring a greater sense of stewardship for the broader community members living in priority areas of the county.

This pilot program will provide much needed funding to establish new and expand existing partnerships between local government agencies, the San Jose Conservation Corps (SJCC) and Climate Resilient Communities (CRC) to leverage C/CAG’s ongoing countywide stormwater management activities related to trash reduction and to build capacity for a green and equitable workforce that supports environmental stewardship and community activation in core underserved areas.

The proposed litter cleanup activities will be primarily implemented by the SJCC through paid workforce development opportunities, supplemented by community-led cleanups facilitated by CRC. SJCC is experienced in urban community cleanup and a well-established workforce development nonprofit with deep ties to the local community, with a 38-year history of responding to the evolving community needs in green-jobs training, natural resource management, and emergency response. SJCC corpsmembers will receive training, certifications, and wrap-around support services while they build work experience through implementing the proposed litter abatement activities. The project will be implemented through the following three primary tasks:

1. SJCC-Led Cleanup Activities – the SJCC will implement litter abatement in tough to reach areas of San Mateo County in local partner agency jurisdictional right-of-way areas focusing primarily near segments of El Camino Real and other select Caltrans right-of-way areas in the local jurisdictions, where Caltrans and partnering municipalities have known litter and illegal dumping issues, and where communities face disproportionate impacts from pollution and socioeconomic constraints. The SJCC will train and deploy crews of 4 corpsmembers on a weekly basis to address local roadways near the identified priority trash generating segments on El Camino Real and other trash hotspots within targeted communities) across three geographic subregions in San Mateo County over the course of nine months. The proposed communities by region from south to north on the bayside of San Mateo County include the City of East Palo Alto, North Fair Oaks (Unincorporated County and adjacent areas in the Town of Atherton), Belle Haven, City of Redwood City (southern region); the City of San Mateo, City of Burlingame (central region); and the City of San Bruno, City of Daly City, City of South San Francisco and Town of Colma (northern region). See SJCC-Led Cleanup Sites shown on the project area maps in Attachment A. SJCC-

Led cleanup sites are intentionally sited in areas corresponding with Caltrans trash generating areas, but cleanup activities will occur in nearby local jurisdictional right of way areas where there are spillover effects in proximity to litter and illegal dumping and where there are known illegal dumping and other litter challenges.

2. Community-Led Cleanups – Climate Resilient Communities, an on-the-ground community-based organization, which works to support community resilience throughout the Peninsula in the realms of Resilient Homes, Resilient Adaptation, and Resilient Education, will leverage its Resilient Adaptation Program strategy and established Climate Change Community Teams, or CCTs (represented by interested residents and community leaders) in multiple proposed project areas, including East Palo Alto, North Fair Oaks (Unincorporated San Mateo County in Redwood City), Belle Haven (City of Menlo Park) and Belle Air (San Bruno). CRC will lead community-led cleanups, focusing on known litter accumulation areas in priority neighborhoods, illegal dumping sites and impacted creeks and shorelines in the partnering jurisdictions (see Community-Led Cleanup Sites shown on the project area maps in Attachment A). CRC will integrate the proposed community-led cleanups via ongoing engagement with CCTs.
3. Partnership, Project Management and Engagement – C/CAG, through the San Mateo Countywide Water Pollution Prevention Program, will lead the project partnership, project management and additional engagement support for the project. This work will focus on convening a project management team represented by the participating organizations, developing a cleanup activity workplan, and supporting an adaptive management process for cleanup site schedules and rotations and evaluating opportunities for the SJCC and CRC led groups to coordinate collaborative cleanup days. C/CAG staff will also develop a cleanup data tracking sheet and manage data collection and tracking for all cleanups. C/CAG staff will administer and manage the grant funds and sub-agreements with the SJCC and CRC and provide all necessary invoices and reporting to Caltrans. Lastly, C/CAG will support the grant and community engagement through integration of outreach public involvement through its longstanding stormwater outreach website, www.flowstobay.org and its various social media channels.

1.3 PURPOSE AND NEED

Equitable workforce development opportunities are increasingly needed in the San Francisco Bay Area, including the Peninsula and communities within San Mateo County. Many young adults entering the workforce are being forced to move out of the area because of the shortage of affordable housing, high cost of living, and high rate of young adult unemployment. San Mateo County and Santa Clara County have the highest minimum qualifying wages required to buy a median priced home (\$513K and \$487K, respectively), and the cost-of-living crisis grows worse every year, further restricting access to living wage jobs (California Housing Affordability Report, California Association of Realtors, 2025). As members of many of the most underserved communities in the South SF Bay Area, 82% of SJCC corpsmembers report facing barriers to success including childcare, transportation, housing insecurity, and mental health prior to entering SJCC's workforce development program. The at-scale nature of and associated litter cleanup work created by the proposed project will support these young adults' career journey in alignment with SJCC's motto: Service to self, Service to community, Service to environment. At a community level, the proposed community-led cleanups organized by CRC in select neighborhoods, where actively engaged community members are already involved in associated community enhancement and climate resilience projects and programs, will support the high priority need for community litter cleanups and beautification identified by local residents through CRC's ongoing engagement work.

Additionally, the proposed cleanup activities and parallel community engagement efforts led by the project partners will support ongoing work on behalf of the San Mateo Countywide Water Pollution Prevention Program, the local municipalities and Caltrans to reduce litter impacts to targeted right-of-way areas where trash generation and associated community and water quality impacts remain a challenge. While most municipalities in San Mateo County have already demonstrated compliance with the June 30, 2025 100% trash reduction goals mandated by the San Francisco Bay Municipal Regional Stormwater Permit, not all local municipalities have achieved the goal, and even those that were able to demonstrate compliance this past June will need to continue implementing trash control programs including source control and on-land management actions to prevent and control litter impacts along roadways and receiving waters. Caltrans also has strict milestones and

benchmarks for demonstrating compliance with its 2019 Cease and Desist Order and will need to continue to implement additional structural and non-structural control measures, which may include partnerships for cleanup activities. The cleanup work proposed in this project will build on and advance the efforts of the proposed partner agencies towards these goals, while building capacity for a green and sustainable workforce in priority communities. While there is a focus on project sites in the vicinity of priority segments of El Camino Real and select interchange areas along Highway 101 in the target communities, the Community-Led Cleanups and select SJCC-Led Cleanups will also focus on other known areas impacted by litter issues and illegal dumping sites in each of the participating jurisdictions, including areas along creeks or shorelines as well as neighborhood parks and schools that have known litter/debris issues. The overarching goals are to align workforce development opportunities with long-term environmental stewardship to support overall community enhancement, resilience and social cohesion in impacted communities.

1.4 MAP (Attachment A)

See attachment A.

1.5 COST – Suggested Amount: \$50,000 to \$200,000

Instructions: Provide a detailed cost estimate for each activity below and submit with Attachment E.

Activity	Estimated Cost	Would applicant accept partial funding for this activity?
Partnership, Project Management and Engagement	\$ 20,190	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Project Implementation – SJCC Employment and Cleanups	\$ 439,272	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Project Implementation – CRC Community-Led Cleanups and Sustained Community Engagement	\$ 42,000	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Matching Funds – In-Kind Contribution	\$ 30,440	<input type="checkbox"/> Yes <input type="checkbox"/> No
TOTAL	\$ 531,902	<input type="checkbox"/> Yes <input type="checkbox"/> No

1.6 SCHEDULE

Note: Project implementation should be completed by April 1, 2027 and final reports/close-out completed by October 31, 2027.

Milestone	Start Date	End Date
Partnership, Project Management and Engagement Begins	April 2026	October 2027
Hiring/Training Program Launch	Prior to grant	Apr 2027
Cleanup Activities Begin	June 2026	April 2027
Project Completion (By April 1, 2027)	April 2027	April 2027
Project Close-out (By October 31, 2027)	October 2027	October 2027

1.7 KNOWN CONCERNS OR RISKS

Known environmental concerns or risks

- No
 Yes

Known right-of-way concerns or risks

- No
 Yes

Though considered a low risk, the plans to coordinate cleanup activities in participating municipalities right-of-way areas, including local roads and/or along creeks and shorelines, would likely require coordination with and/or special event/encroachment permits granted by the participating agencies or, by the San Mateo County Flood and Sea Level Rise Resiliency District (OneShoreline) in instances where cleanup activities occur in creek areas maintained by OneShoreline. The participating agencies are aware of this need and are prepared to provide staff time and resources to support this aspect of the project.

2 EVALUATION CRITERIA ALIGNMENT

2.1 EVALUATION CRITERIA ALIGNMENT

- **Litter Abatement:**

The planned SJCC-Led and Community-Led cleanup events will fall generally into two categories: 1) cleanups in local municipality right-of-way areas coinciding with known Caltrans trash generating catchments along El Camino Real (and other Caltrans Right of Way areas intersecting with local jurisdictions) in underserved community areas where ongoing trash generation remains problematic; and 2) Community-Led cleanups facilitated by CRC in impacted neighborhoods, including roadways, parks, schools, and creek/shoreline areas. A third type of cleanup, as deemed feasible through the proposed cleanup workplan development task, may include combined cleanup activities bringing SJCC and CRC teams together for joint cleanups, especially at proposed parks, schools and creeks/shoreline areas. Cleanup efforts for both types of cleanups will occur in up to 11 local municipalities in the following areas:

Southern Region of San Mateo County:

- City of East Palo Alto, Unincorporated County (North Fair Oaks Community) and adjacent areas within the Town of Atherton, City of Redwood City, City of Menlo Park (Belle Haven community)

Central Region of San Mateo County:

- City of San Mateo, City of Burlingame

Northern Region of San Mateo County:

- City of San Bruno (Belle Air Community), City of Daly City, City of South San Francisco and Town of Colma (northern region).

Cleanups will be coordinated through SJCC and CRC and a workplan of specific sites and schedules for each of the three sub-regional areas proposed in the project will be developed as a primary outcome under the Partnership, Project Management and Engagement task. Generally, the project proposes to do weekly SJCC-Led Cleanups across each of the three sub-regions of the county (south, central, north) and associated jurisdictions on a monthly rotation, with plans for three full rotations across each sub-region. These activities will include cleanups in partnering local jurisdictions near priority segments of El Camino Real and select interchange areas of Highway 101, where illegal dumping is a persistent challenge, and where there may be coinciding or spillover impacts into neighborhood streets and roads. Community-Led Cleanups will focus on engaging residents in communities with established Climate Change Community Teams, led by CRC. These cleanups are planned for a quarterly event in each of the four primary community areas (East Palo Alto, North Fair Oaks (Unincorporated County), Belle Haven (Menlo Park), and Belle Air (San Bruno)). These communities are actively engaged and ready to support quarterly cleanup activities with CRC's support and leadership. The project team will track all cleanup activities in terms of volume estimates of trash removed and trainees/volunteer hours.

- **Job Creation & Employment Pathways:**

The proposed project provides direct employment, workforce training and career pathway support through the proposed partnership with the SJCC and expansion of its ongoing training and career development programs. The SJCC will expand its reach and program effectiveness into San Mateo County, where until recently, it has had minimal engagement and programming with local municipalities. The proposed project anticipates supporting on the job training for between 25-50 corpsmembers over the course of the year-long project, and will be targeting at-risk, underserved populations (aged 18-27) primarily from south bay communities, but also directly promoting and recruiting in San Mateo County. Additionally, the planned community-led cleanups facilitated by CRC will promote youth involvement through local partnerships with high schools, churches, arts programs, etc. This exposure will support career interest and early paid and/or volunteer opportunities for underserved community members to build environmental awareness and job skills that can be transferable to future academic and professional work. CRC plans to engage approximately 30 to 40 community members in four target community areas.

- **Community Engagement & Partnership:**

Litter abatement and illegal dumping emerged as top priorities through multiple different community engagement efforts CRC has led across San Bruno, East Palo Alto, Belle Haven, and North Fair Oaks. CRC has been convening these teams on a monthly basis in each community for more than 4 years. Each of these teams have independently identified litter abatement and illegal dumping as key environmental justice issues and every team has conducted clean ups on their own to attempt to address the issue. Separately, community-led vulnerability assessments conducted in each community (consisting of workshops, surveys, focus groups, and door-to-door canvassing) have identified illegal dumping as a health and safety hazard. Community engagement work conducted in North Fair Oaks, Belle Haven, East Palo Alto and San Bruno is also occurring in parallel as part of the creation of Environmental Justice Elements in the associated Cities' and County's General Plans. Additionally, the SJCC is fully engaged in and committed to expanding its impact and opportunities for green jobs creation through the newly proposed partnership with C/CAG in San Mateo County.

- **Sustainability**

A primary goal of the Green Work Force for Clean and Sustainable Streets Project, aside from making direct and tangible improvements to litter conditions in impacted and underserved communities along the bayside of the county, is to establish a model green workforce development program in partnership with the SJCC. If successful, the program could be extended through an extended partnership between C/CAG, Caltrans and the SJCC for ongoing litter abatement and potentially for vegetation management, similar to the existing programmatic litter and vegetation control program arranged for Santa Clara County. This potential new partnership could also include ongoing funding for CRC to continue coordinating community cleanups and enhancement work with local residents and coordinated cleanups with the SJCC. As part of the application development, C/CAG and the project partners have also reviewed the Clean California Community Pledge, and propose that if successful the Climate Change Community Teams in the target communities take the pledge to advance at minimum

10 of the 15 designation criteria, and that this effort would be led by CRC with support from local jurisdictions and C/CAG to ensure ongoing sustainability of the benefits from this project. If extended, the litter abatement activities would also be applicable to Caltrans and the participating local municipalities for documenting ongoing efforts to reduce trash loads to the storm drain system and through verifiable On-land Visual Trash Assessment Programs that the agencies will continue to implement. Lastly, C/CAG will continue to integrate litter reduction strategies, outreach campaigns and program outcomes achieved during this grant project as part of its ongoing countywide stormwater program public outreach program available on www.flowstobay.org.

3 COMMUNITY ENGAGEMENT

3.1 COMMUNITY ENGAGEMENT INFLUENCE

As described above, the proposed project was in large part informed by CRC’s support of local community identification of litter abatement and illegal dumping as top priorities in San Bruno, East Palo Alto, Belle Haven, and North Fair Oaks. For nearly five years, CRC has actively engaged underrepresented residents in these communities and supported a community vulnerability process to elevate the lived experiences of community members. Trash and dumping have consistently been highlighted as significant concerns in terms of environmental justice issues and livability. Litter cleanups have also been identified as low-hanging fruit opportunities for community improvement and community cohesion. Additionally, the need for additional economic opportunity in these areas has been a deeply expressed concern, as many residents in San Mateo County continue to face displacement and lack of career potential. Local City Councils and the County Board of Supervisors have echoed these concerns and urged local agency staff and partners to continue to seek funding for workforce development in particular (see letters of support in Attachment D from local non-profit partners).

The planned engagement for the project will consist of three primary parts. First, the SJCC will promote its paid training and workforce development program based, with a focus on recruiting members from San Jose area, though applicants may participate from San Mateo County. Second, CRC will leverage the grant funds to supplement its ongoing activities in the four focus communities (East Palo Alto, Belle Haven (Menlo Park), North Fair Oaks (Unincorporated County), Belle Air (San Bruno)), where Climate Change Community Team meetings are held approximately monthly. CRC will present the community-led cleanups as part of the offerings through these groups, with a focus on community resilience, community capacity-building and professional/economic support (including stipends for cleanup participants). Third, C/CAG will promote the project and the community-led cleanups through its outreach website and social media channels (www.flowstobay.org). Digital engagement will be timed with the community cleanup events and will include quarterly social media posts and paid ad campaigns, at least two newsletters promoting the events and the project outcomes, and local media engagement/PR efforts. These efforts will be incorporated into the planned engagement activities of C/CAG’s San Mateo Countywide Water Pollution Prevention Program, and thus will be included as in-kind match contribution rather than funded through the grant. See Attachment B for outreach plan details.

4 UNDERSERVED or HISTORICALLY EXCLUDED COMMUNITIES

4.1 ANALYSIS

Is the project located in an underserved or historically excluded community?

Yes

No

partially located in an underserved community

*Note – all proposed cleanup sites (SJCC-led and Community-led cleanups are either located directly in or are in community areas located in close proximity to designated DAC census tracts and/or areas of moderate to high environmental burden as designated in the CalEnviroScreen 4.0 data (See table in Attachment D for details on associated DAC census tracts and proximity of proposed project areas)

What was the basis for determining if any part of project is located in or benefits an historically excluded community: (only check a box if in or partially in an historically excluded community)

a. Median Household Income

b. CalEnviroScreen 4.0

c. Free or Reduced-Price School Meals

d. Healthy Places Index

e. Native American Tribal Lands

f. Other

4.2 BENEFITS TO UNDERSERVED or HISTORICALLY EXCLUDED COMMUNITY

The proposed project directly supports clean and sustainable streets in San Mateo County’s bayside communities that are disproportionately affected by environmental pollution, climate change and the impacts of a significantly diverse and disparate range of income. As shown in the project area maps and data in Attachment A, most proposed cleanup sites are either located within a CalEnviroScreen designated DAC census tract, or are within ½

mile of a DAC census tract. The few sites that are not located directly within or within ½ mile of a DAC census tract are still strategically selected as areas that are in pollution-burdened communities and are in many cases still in close proximity to designated DACs. As described above, the two primary benefits of the proposed project are job access and cleaner, safer and more livable streets. This effort supports the broader Sustainable Streets Master Plan and San Mateo County OneWatershed initiative led by C/CAG, both of which focus on supporting the most at-risk frontline communities in San Mateo County with efforts that reduce the impacts of climate change, especially related to extreme rainfall, sea level rise, heat and wildfire risk. The Sustainable Streets Master Plan includes proposed sites throughout the county for integrating green stormwater infrastructure with roadway improvements to increase safety, climate resilience, water quality and climate mitigation. As C/CAG and its member agencies continue to advance planning and implementation of these integrated roadway improvements, there will be an ongoing need for long-term maintenance and capacity to ensure these green facilities continue to operate as designed. The Green Workforce for Clean and Sustainable Streets will not only provide direct access to training and near-term job opportunities for the cohorts involved but will also provide local municipalities with a potential longer-term job force that can support resilient and well-functioning infrastructure. In fact, as roadways continue to be upgraded with green stormwater infrastructure, it will be especially important to ensure litter is not accumulating in the facilities, not only for community aesthetics but also to allow municipalities to claim any associated trash load reductions. The OneWatershed Framework and Pilot Study being developed in San Bruno has modeled the Community-Led Vulnerability process in San Bruno's Belle Air neighborhood, which successfully demonstrated how to involve community organizations and community members in a watershed approach to climate adaptation and resilience. As mentioned previously, the call to action for community-oriented cleanups was one outcome from the San Bruno Community-Led Vulnerability Assessment. This effort would support near-term implementation of this priority resilience effort for this community and replicate the program in the other communities that have also identified litter abatement as an immediate priority. Additionally, the planned SJCC-led and Community-led cleanups will provide new avenues for building community cohesion and a sense of community pride, which will be amplified through the Flows To Bay outreach program. The visible action days and cleanups, integrated with data collection and story-telling, will foster a sense of belonging and stewardship for participants and the broader community at large. Lastly, funding for this project will connect communities with much needed public resources and capacity-building both in the jobs sector and for environmental protection and in the areas of greatest need.

5 LETTER OF SUPPORT

5.1 LETTER OF SUPPORT

See Attachment D.

6 ADDITIONAL ATTACHMENTS

6.1 SUPPLEMENTAL MATERIALS

- **Attachment A:** Project / Data Maps
- **Attachment B:** Public Engagement Plan
- **Attachment C:** Existing Site Photos
- **Attachment D:** Letters of Support
- **Attachment E:** Cost Breakdown & Estimate

Prepared by:

Reid Bogert
Stormwater Program Director
City/County Association of
Governments of San Mateo County

10/30/2025

Date

Approval Recommended by:

District Clean CA Grant Coordinator Date

Approved by:

Clean California Program Director Date

Attachment E

**Clean CA Grant - Community Cleanup and Pathway to Employment
Green Workforce for Clean and Sustainable Streets in San Mateo County Project Budget**

Partner Organization	Activity	Program Alignment	Cost
CCAG	Partnership/Project Management/Engagement		
1	C/CAG staff time reimbursement for project management, work plan, cleanup data sheet development and tracking, partnership development and engagement support (Program Director (\$176.88/hr x 36 hr) and Program Specialist (\$136.55/hr x 28 hr))	Developing cross-sector partnership, including with Caltrans	\$ 20,190
CRC	Community-Led Cleanups (4 teams in priority communities with quarterly events (16 cleanups total)		
1	Community member stipends (\$40/cleanup per participant, provided as a gift card)	Paid opportunities for community capacity buildign and stewardship	\$ 19,200
2	Cleanup Supplies (snacks, water, gloves, trash pickers, bags)	Effective and safe cleanup protocols	\$ 2,000
3	CRC Staff Time (2 staff, 20 hours per event X 16 events, pre/during/post event support, data collection/documentation and project management)	Community-based organziation leadership and capacity building	\$ 20,800
SJCC	SJCC-Led Cleanups (weekly rotations across three sub-regions, teams of 4 + 1 supervisor)		
1	Weekly cleanup rotations on monthly basis across three sub-regions (hourly rate for trainees (\$57.95/hr) and for staff (\$73.25/hr) includes supplies, stipends and staff time) x 3 rounds of rotations/9 months of cleanup activities	Workforce development and community capacity building in priority areas	\$ 439,272
CCAG	In-kind Match		
1	C/CAG in-kind match through planned Flows To Bay outreach program activities (during FY25-26 and FY26-27)	Sustainability of pilot program demonstration and institutional change	\$ 30,440
	Project Total (including in-kind match)		\$ 531,902
	Grant Total (excluding in-kind match)		\$ 501,462