



Make Something Beautiful Happen in your neighborhood



Keep Manassas Beautiful

Community Cleanup Guide 2021

About Keep Manassas Beautiful



As a Keep America Beautiful Affiliate, Keep Manassas Beautiful is part of the country's largest community cleanup program. This national program engages more than 1.5 million volunteers and participants who take action in their communities every year to create positive change and lasting impact.

By becoming a Keep Manassas Beautiful Volunteer, your participation will help the City of Manassas start sprucing up for Spring! Last year, volunteers shared over 1,000 hours of their time and collected more than 1.5 tons of litter from our parks, streets, and public spaces.

We're a Keep America Beautiful Affiliate

Keep Manassas Beautiful empowers residents, businesses, community, and civic organizations to actively participate in enhancing the appearance of the City of Manassas by working to keep our community safe and litter-free.





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Planning Your Cleanup Event

Before you can organize a successful volunteer event in your neighborhood, you need to have a plan! Here are some questions we find it helpful to think through as we plan our events:

- What would make the greatest impact in your community, while still being manageable to successfully plan and execute?
- Will you need permission from property owners to complete your project? If so, build that need in to your planning timeline!
- Can you plan your event around an already existing community event, like the Great American Clean Up?
- How many individuals (volunteers, teams, and team leaders) will you need to plan and implement your project?
- Do you have, or need, a maintenance plan? After you've beautified a piece of your community, how will you keep it that way?
- Are there organizations, whether based in your community or not, who would want to partner with you?



Pick the Right Date

To make the biggest impact possible, consider hosting your event as part of one of the following citywide or national days of service. (And if you choose not to, try and ensure the date you settle on doesn't conflict with other events that potential volunteers might want to attend, such as the Fall Jubilee.)



- Great American Cleanup: Every spring the City of Manassas participates in the Great American Cleanup, which is the largest national community cleanup in the country.
- Earth Day: Every April 22nd, communities across the globe plan events geared towards environmental awareness, protection, and action. Consider organizing an event to coincide with this special day.
- America Recycles Day: Each year on November 15, millions of people across the United States take part in America Recycles Day. The day raises awareness about recycling and the purchasing of recycled products. The City of Manassas has several events that help residents learn more about recycling and become active participants in the recycling process through our huge RecycleFest event.

Supply List

Have an estimate of how many volunteers to expect, so you have more than enough supplies.

Prepare a list of supplies needed for each project (including for post-event cleanup, such as sinks for washing paint brushes), assign pre-registered volunteers to each project, and make sure you have enough of each supply for every volunteer. Have some extras on hand, too! (And don't forget gloves!)

You may want to designate an organizer or volunteer to be a "runner" for the day, responsible for purchasing any additional supplies directly before or during the event.

Litter Cleanup

- Gloves
- Rakes, shovels, brooms
- Trash bags

Weeding and Planting

- Mulch (and a place to store it)
- Plants
- Wheelbarrow
- Gloves, shovels, rakes

Painting

- Paint cans and openers
- Brushes, paint stirrers, drop cloths
- Gloves, buckets for water, rags and water

Miscellaneous

- Registration table, sign-in sheet
- Liability/Photo Waiver Forms
- Snacks and water
- Scissors, tape, pens, markers

Get Supplies

The City offers supplies through Keep Manassas Beautiful, a division of the Refuse and Recycling Department. You can request supplies including litter pickers, vests, gloves, and trash bags by emailing or calling:

wastemgmt@manassasva.gov / (703) 257-8342

You will be responsible for picking up and delivering supplies back to the City's Public Works Office during their operating hours. You must pick up supplies the week before your cleanup, and return them the week after. If you are planning to collect additional trash or bulk waste items call (703) 257-8342 to rent the Courtesy Truck.

Volunteer Recruitment

Tell neighbors, friends, local businesses, media outlets & community-based organizations (such as civic / neighborhood associations); post on social media; reach out to past volunteers; and contact groups or individuals you know who may be looking for volunteer opportunities, including agencies and schools that work with individuals in need of community service hours. Post flyers in busy public spaces in your neighborhood.



Don't forget to talk to the Manassas City Police Department! They are actively involved in community cleanup activities and would be happy to help.

Volunteer Tasks



Have clear tasks for all volunteers.

If you are splitting volunteers into teams, make sure each group has a designated team leader. If the volunteer site is large, provide your team leaders and volunteers with a site map (complete with bathrooms if possible, and where to leave trash bags at the end of the day) as well as contact information for you and any fellow event organizers.

If needed, provide team leaders and volunteers with written instructions on completing the task they are assigned. You may want to consider a pre-event site visit and walk through with your team leaders.

Consider having back-up projects and plans, in case a team finishes their work earlier than expected. And try to ensure, to the best of your ability, that the projects you undertake can be completed given the number of volunteers you recruit and the length of your event.

Schedule of Events

Prepare a desired schedule for the day, and share that with your team leaders. This schedule should include time for any tasks that need to be completed after the service portion of the event is finished (washing of paint brushes, storing of supplies, etc). Try to plan so your volunteers can help with event breakdown. Bonus points if you include pre-event tasks on your schedule, too!

Meeting Location

- Choose a specific meeting location that will be easy for your volunteers to find. Provide volunteers with a clear address, directions using public transportation or car, parking instructions, and landmarks.
- If you are planning a cleanup in a park, for instance, give volunteers the address as well as a clear marker for where to find you.
- Tell volunteers where they can expect to find registration once they arrive – and use a visual if possible. Place signs around the site to direct volunteers on the day of the event, if needed.



Trash Pick-up



The City strongly advises that groups rent a dumpster from a private hauler such as American Disposal or Waste Management. They will be able to drop off and collect the dumpster when you are ready to have it removed.

Alternatively, you can call (703) 257-8342 to rent the City's Courtesy Truck. It's best to book this well in advance as they only operate between April and the end of September, and there is high demand.

The City of Manassas strongly advises against collecting tires, household hazardous waste like paint, chemicals, fluorescent lights, and electronics. The City has no facility to collect and hold these items as they require special EPA and VA permits.

- **White Goods, Televisions and Computer Monitors** – can be scheduled for regular collection at no additional charge to residents.
- **Tires** – used tires can be taken to Faster Tire Center located at 9240 Sills Ct, Manassas, VA 20110. There will be a small fee for drop-off.
- **HHW and Electronics** – can be taken to one of the City's regularly scheduled drop-off days at the Manassas Transfer Station. Please visit www.manassasva.gov/trash for dates and times.

Please be advised that cleanup days be information days as well. Bulk waste items, white goods, televisions, and computer monitors can be scheduled for curbside collection at no additional charge. We ask that you make residents aware of this and not get them into the practice of saving these items for clean-up days.

Media Outreach

Have a designated volunteer to take pictures, and post to social media as the event is taking place. Consider utilizing a hashtag for the day. Think about contacting the media! Invite them to cover your event! If they do, send a thank you note!

Cleanup Day Checklist

- √ **Registration** - Make each volunteer register with you when they arrive, so you can keep in touch and invite them to other volunteer opportunities! If appropriate, give each volunteer a brochure or hand out about your efforts and how to stay involved, as well as resources they may find useful. Depending on the scope of your cleanup, you may also want to have each volunteer sign a waiver releasing you from any liability should an accident or emergency occur, and allowing you to use their image in promotional materials or on social media. You may also find it worthwhile to ask volunteers how they heard about your event, to help guide future outreach strategies.
- √ **Volunteer Instructions** - Gather your volunteers at the start of your event to thank them for spending their time giving back to their community, and to explain the flow of events for the day, the tasks they will be performing, and general safety rules. Notify volunteers of where to leave full trash bags for pickup, and to point out the location of restrooms (if possible). Ask volunteers to return to the registration table at the end of the volunteer day with their supplies, to thank them again and formally wrap up the event. Be sure to thank any partner organizations or sponsors.
- √ **Keep it Fun** - Make the day fun! Play music, run a contest, have a photo booth, spice it up! Consider providing lunch for volunteers after their tasks are finished – and see if you can get local businesses to donate the food and drinks, not just participate in the cleaning fun!
- √ **Keep it Social** - Take pictures and post updates throughout the event to Facebook and Twitter!
- √ **Clean up the Cleanup** - Have you returned all of your supplies to their permanent home? Is your registration table packed up and put away? Have your paint brushes been washed?
- √ **Record your Impact** - Determine and record your impact! How many bags of trash did your volunteers collect? How many trees or flowers did you plant? How many volunteers did you engage? Think about including a visual element during the event, such as a sign where you keep track of these metrics for all to see.
- √ **(Make sure to bring plenty of water & snacks! And to keep track of your supplies!)**





Post-Cleanup Checklist

- √ **Thank You** - Thank all of your volunteers, partner organizations, and sponsors either via email or through a written letter. Make sure to share the results of your event and photos with them, as well as resources and concrete ways to keep involved with your efforts.
- √ **Volunteer Tracking** - Add contact information for your volunteers to a list or spreadsheet, so you can easily notify them of future events.
- √ **Social Media** - Post pictures to social media, if you have not already done so. Consider a post-event wrap-up post, and using video.
- √ **Blog Post** - Publish a blog post about your event on your website. Share any articles with your partners, sponsors, and volunteers.

Keep a Good Thing Going

- Recruit your neighbors to clean your block once a week - when you notice that the most trash accumulates.
- Create a flyer (bonus points if you include your trash collection day on the flyer!), and start a Facebook or email group to keep your neighbors posted and engaged.
- Make it fun (perhaps with a trash to art project and snacks!), and quick (10 to 15 minutes!) - and turn it in to a competition! And then, challenge the blocks near you to clean up together, too!
- Track and promote your efforts; let your neighbors and local community groups know about your good work. Keep an eye out for what types of trash you see the most - and where you see it. You can use that data to help prevent litter in the first place!

Sample Event Agenda

Friday Before Cleanup

1. Print and assemble all written materials for cleanup
2. Sign-in sheet and waiver
3. Packets (including instructions) for team leaders - Informational materials about your organization & upcoming efforts
4. Group supplies by team
5. Purchase snacks and water
6. Assemble any giveaways for volunteers
7. Make reminder phone calls to volunteers
8. Meeting or phone call with team leaders

Saturday (Clean Up Day!)

- ⇒ 8:30am: Organizers arrive and complete set up for attendees
- ⇒ 9:30am: Team Leaders arrive for last minute instructions
- ⇒ 10:15am – 10:30am: Attendees arrive
- ⇒ 10:30am – 10:45am: Event organizers speak about their work, the flow of events for the day, and safety
- ⇒ 10:45am – 1:15pm: Attendees engage in service projects
- ⇒ 1:00pm: Event organizers pick up lunch
- ⇒ 1:15pm – 1:30pm: Projects wrap up and volunteers help to clean up / pack up supplies
- ⇒ 1:30pm – 2:30pm: Picnic and celebration of our work!

Monday Task List

1. Post pictures to social media (remember to "tag" and thank your partners!), and publish a wrap-up blog post
2. Thank you notes to organizing partners, sponsors, and volunteers (including photos and blog post!)
3. Add contact information for volunteers to "volunteer spreadsheet" and newsletter list.



What can you do?

- Adopt your favorite place
- Become a Recyclefest volunteer
- Support the KMB Schools Program
- Join our Cigarette Fairy campaign
- Hand out reusable shopping bags at the Farmer's Market
- Organize a clean-up in your community
- Sponsor an event

Sign up/Support us

By visiting: www.manassasva.gov/kmb

Contact

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