



BAKERSFIELD

THE SOUND OF *Something Better*

MEDIA ADVISORY

FOR IMMEDIATE RELEASE
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NEW CLEAN CITY INITIATIVE CLEAN-UP TEAMS NOW IN SERVICE

The City of Bakersfield has launched its most recent Clean City Initiative effort, clean-up teams that will improve the look of our City as well as quality of life for our residents.

The new teams will respond to calls for service throughout the City reported through the [Bakersfield Mobile app](#), as well as provide regular clean-up of "hot spot" areas and address other community-focused clean-up efforts as directed by City staff.

These teams are part of agreements with the California Highway Adoption Company and the Bakersfield Homeless Center. Both teams will provide litter and illegal dumping abatement services.

For several years, the community has expressed interest in enhancing the "first impression" of the City to visitors, specifically, finding ways to reduce illegal dumping and littering along streets, alleys, major access points to the City, in public spaces, and in other highly visible areas of Bakersfield.

The City's Clean City Initiative – funded by the Public Safety & Vital Services Measure (also known as Measure N) – is a multi-pronged program with the goal of reducing the amount of litter, debris and illegal dumping throughout the City.

The program includes enhanced litter abatement activities, enforcement components, as well as establishing more convenient opportunities for the community to dispose of bulky waste items. For example, the City held two, two-day holiday waste collection events the first weekend of January.

The City of Bakersfield is proud to provide the Clean City Initiative and remains committed to improving the lives of its residents and our many visitors.

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The logo is a shield-shaped emblem with a green-to-dark-green gradient. It features a white five-pointed star on the left and right sides. The text "CLEAN CITY" is written in a large, white, sans-serif font across the top, and "INITIATIVE" is written in a smaller, white, sans-serif font below it. There are several horizontal lines in the background, some above and some below the text.

★ CLEAN CITY ★
INITIATIVE