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COUNTY OF SANTA CRUZ ACCEPTS \$500,000 IN FUNDING FOR LITTER CLEAN UP AND BEAUTIFICATION EFFORTS

June 24, 2026 – Santa Cruz County, CA – The Santa Cruz County Board of Supervisors today accepted \$500,000 in funding to support expanded illegal dumping abatement, litter cleanup and community beautification throughout Santa Cruz County.

The County currently invests more than \$1.4 million annually toward litter abatement services, including roadside litter removal, illegal dumping cleanup, street sweeping, and nonprofit cleanup partnerships. Funding includes \$300,000 Clean California grant award from the California Department of Transportation, along with \$200,000 from an anonymous donor.

“Santa Cruz County’s coastline, forest and public spaces are among the most beautiful in California,” said CDI Director Matt Machado. “This funding will expand our ability to reduce litter, address illegal dumping and strengthen environmental stewardship efforts to preserve and protect our environment for future generations.”

The Caltrans grant funding is part of the State’s Clean California initiative, which supports community cleanup and beautification projects statewide. Funds will support the continued operation and expansion of the Pitch-In Initiative as a county-led volunteer litter abatement program within the Community Development Infrastructure Department’s Recycling & Solid Waste section, including its established volunteer network, community cleanup events, and non-profit partnerships, creating a sustainable long-term framework for litter prevention, illegal dumping abatement, and community beautification throughout Santa Cruz County.

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