



COUNTY OF SANTA CRUZ

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NEWS RELEASE



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COUNTY EARNS CLEAN CALIFORNIA DESIGNATION

The County of Santa Cruz today announced its designation as a Clean California Community, a recognition that highlights local efforts to reduce litter, beautify public spaces, and inspire community pride. Through this designation, Santa Cruz County will continue its commitment to cleaner streets, healthier neighborhoods, and more welcoming public spaces for all residents and visitors.

The designation acknowledges the County's leadership in supporting the Pitch In Initiative (pitchinsantacruz.org), a collaborative effort that engages residents, businesses, and community groups in hands-on projects that reduce waste, prevent litter, and enhance community well-being.

"Santa Cruz County is proud to partner with the State of California and local organizations like Pitch In to make our communities cleaner, healthier, and more beautiful," said Matt Machado, Director of Community Development and Infrastructure. "This designation reflects the commitment of residents who volunteer their time and energy to take care of our shared spaces."

Founded in 2022, Pitch In has already mobilized thousands of volunteers and helped divert tons of waste from local streets, beaches, and waterways. Its projects range from cleanup events to educational campaigns and creative re-use initiatives.

"We started Pitch In with a simple idea—that small actions taken together can transform our community," said Sally-Christine Rodgers, founder of Pitch In. "This recognition affirms that vision, and we're excited to continue building partnerships with the County and with residents across Santa Cruz to create cleaner, safer places for everyone."

The Clean California Community designation provides resources and visibility for local efforts, encouraging residents and visitors alike to join in. For more about Pitch In including how to get involved, visit <https://pitchinsantacruz.org>. For more information on the statewide Clean California program, visit <https://cleanca.com>.