



City of San Leandro  
Recreation  
and Parks



Beautify  
San Leandro

**Prepared and presented by:**

Liz Hodgins, Recreation Supervisor and Susana Suarez, Recreation Specialist III

**Presented to:**

Recreation and Parks Commission  
Wednesday, December 3, 2025





# PROGRAM OVERVIEW



Program Impact

Volunteer Data &  
Survey Results

Looking Ahead



# PROGRAM IMPACT

# PROGRAM METRICS

2024

6	14
BEAUTIFICATION EVENTS	ORGANIZATIONS ENGAGED
300+	1,000+
PARTICIPANTS	HOURS CONTRIBUTED
20+	300+
55 GALL BAGS OF LITTER COLLECTED	CALIFORNIA NATIVE TREES & PLANTS

2025

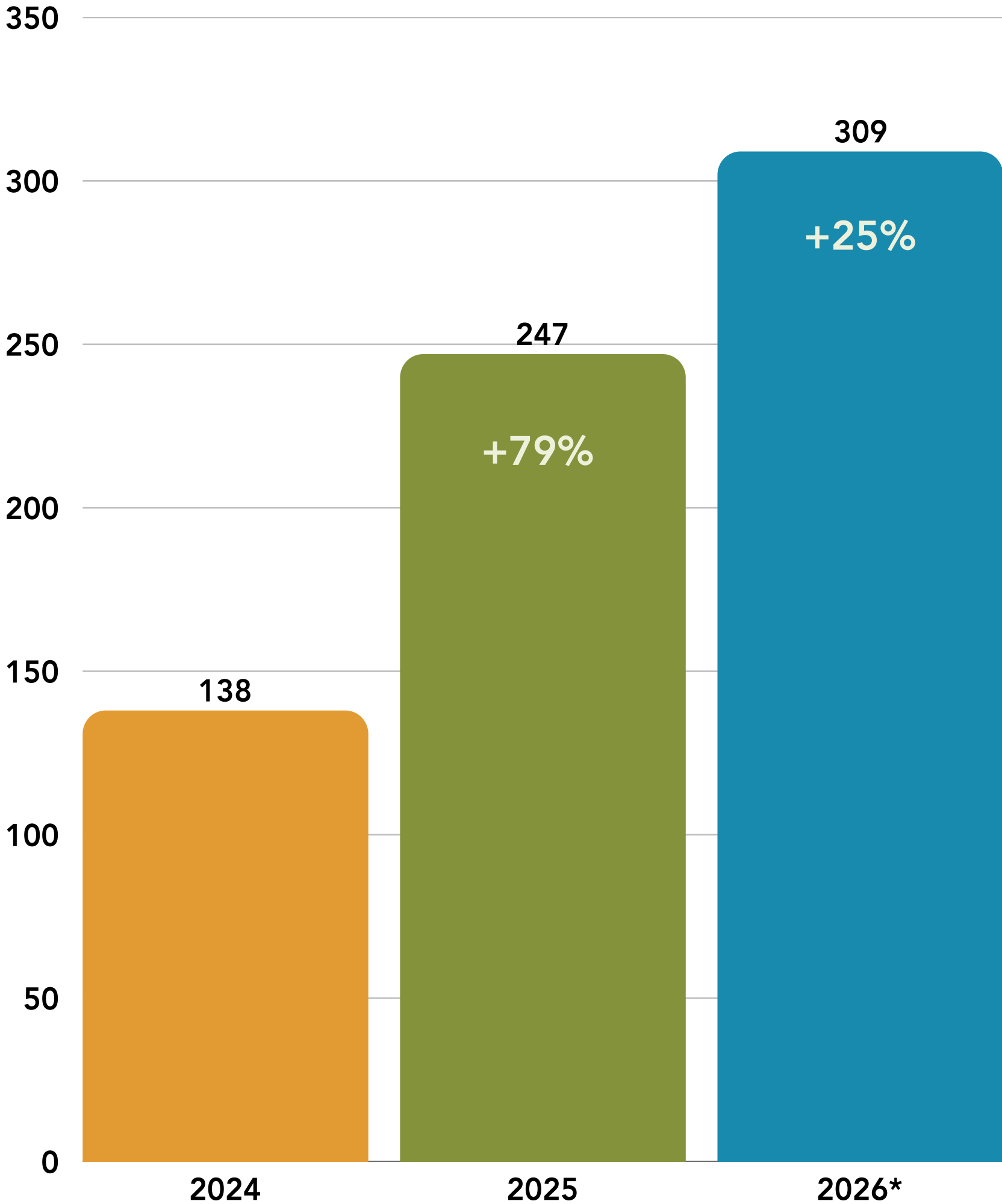
5	29
BEAUTIFICATION EVENTS*	ORGANIZATIONS ENGAGED
230+	700+
PARTICIPANTS	HOURS CONTRIBUTED
80+	45+
55 GALL BAGS OF LITTER COLLECTED	CALIFORNIA NATIVE TREES & PLANTS

*\*excludes Volunteer Appreciation, Arbor Day event & Ghiradelli Gives*



# VOLUNTEER RECRUITMENT

Currently have 516  
volunteers in database,  
Better Impact



# ENGAGEMENT & RECRUITMENT STRATEGIES

**RELATIONAL  
COMMUNITY  
OUTREACH**

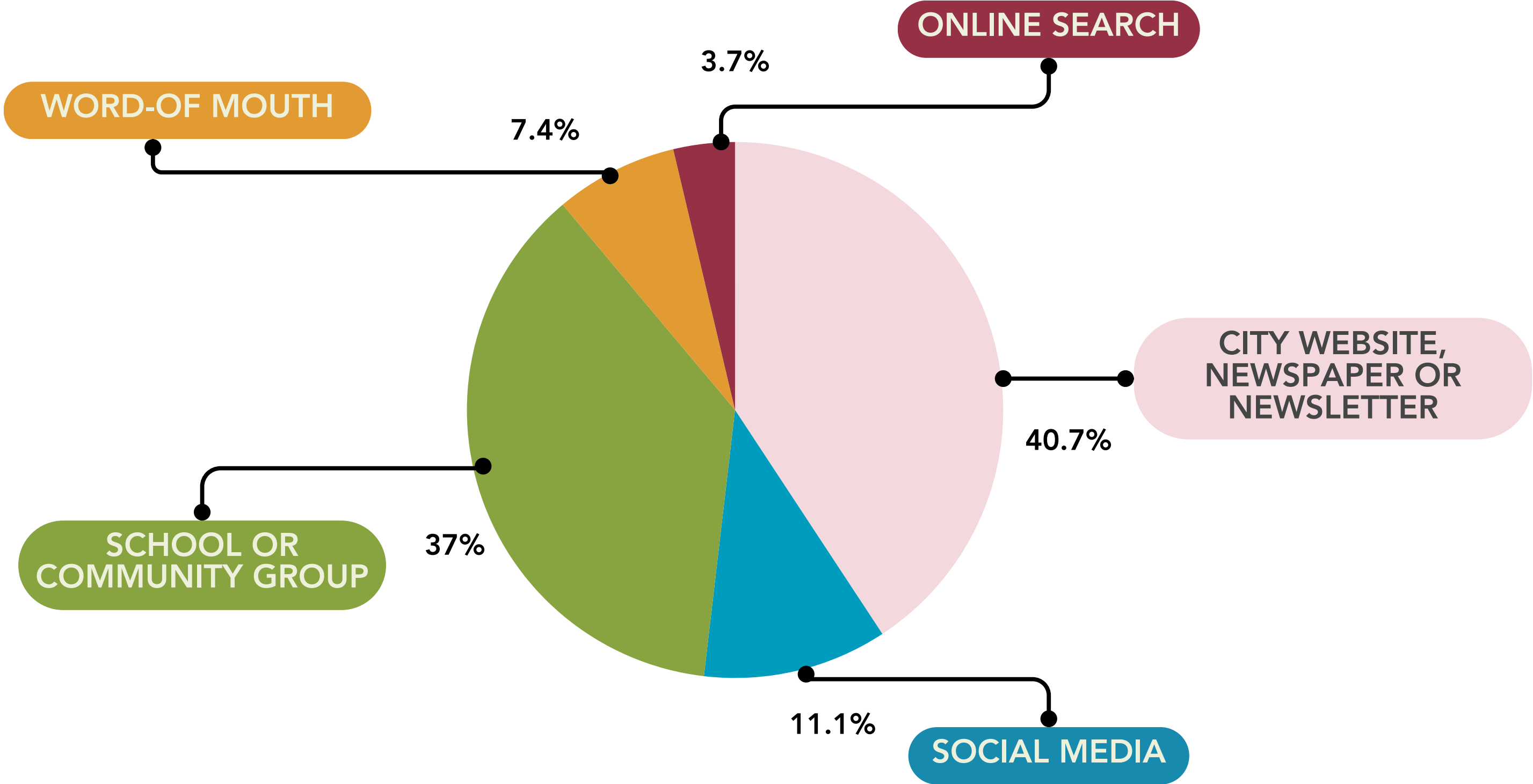
**CITY-WIDE  
COMMUNICATIONS**

**STRATEGIC  
PARTNERSHIPS**

**MARKETING &  
DIGITAL OUTREACH**



# SOURCES OF INITIAL PROGRAM AWARENESS



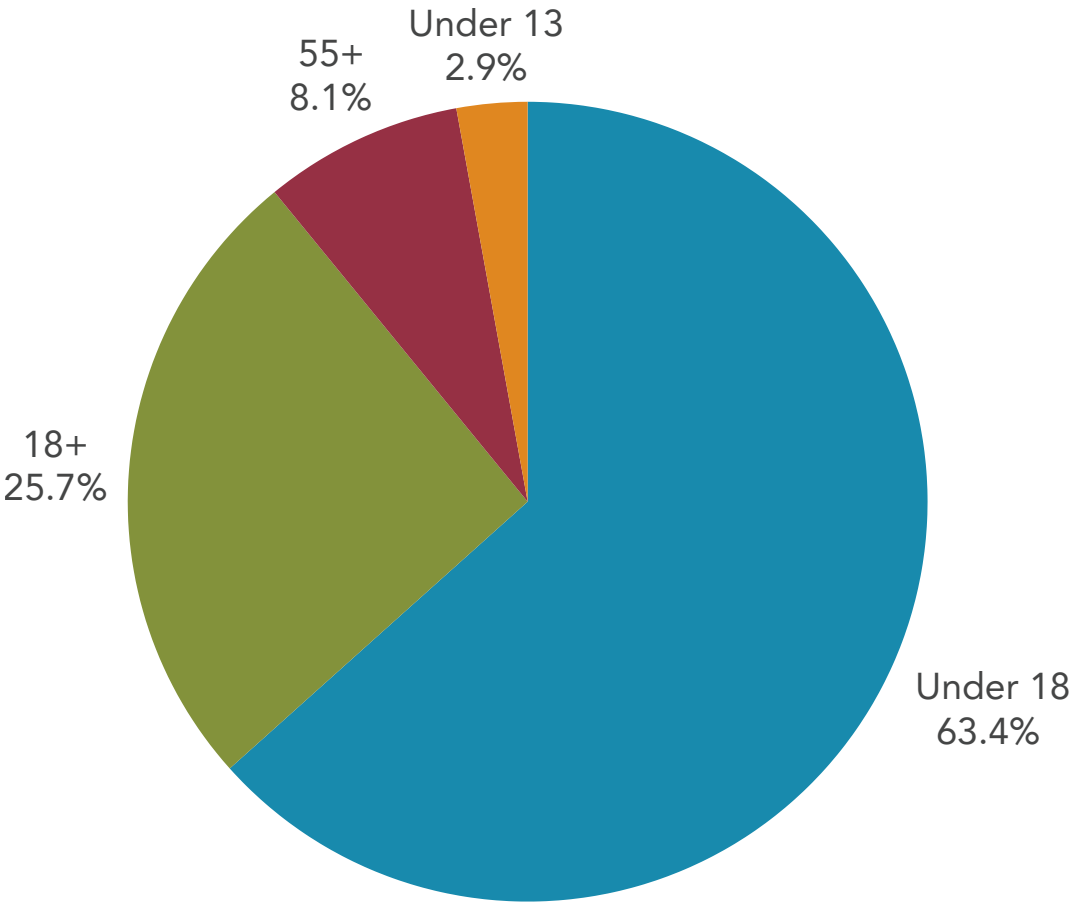
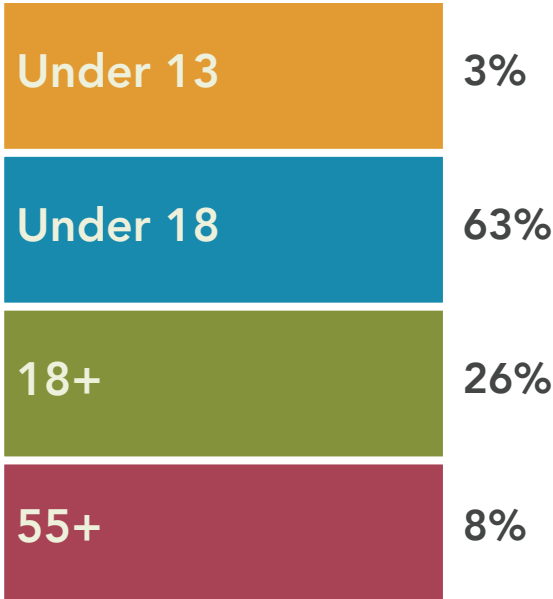
Data from end-of-year survey sent to all participants

# VOLUNTEER DATA & SURVEY RESULTS

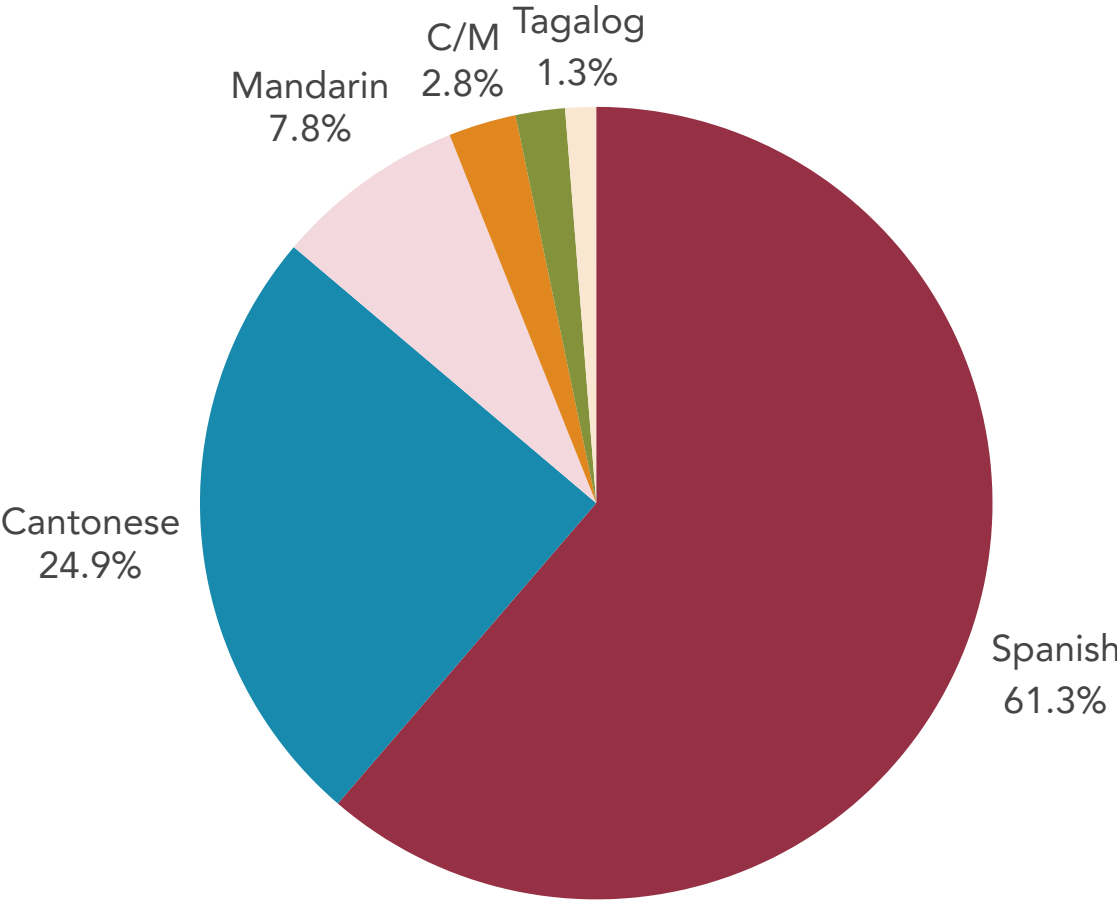
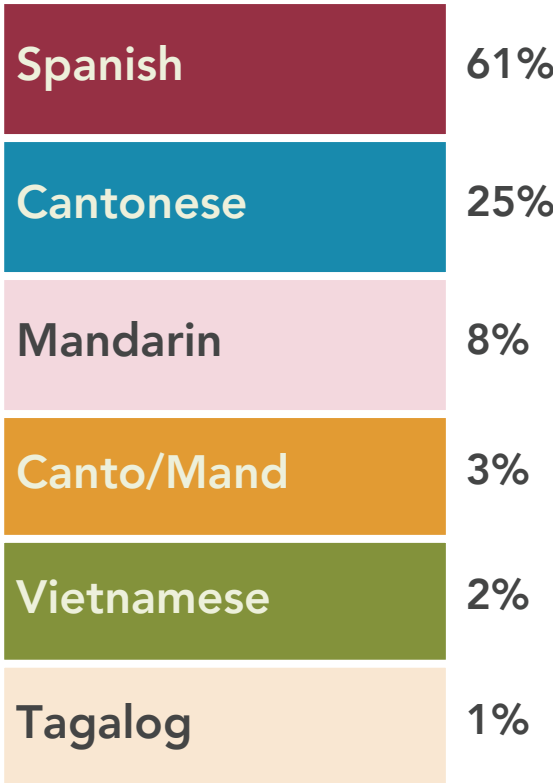


# VOLUNTEER DEMOGRAPHICS

## AGE



## LANGUAGE



# PARTICIPANT SATISFACTION & CONNECTION



COMMUNITY  
CONNECTEDNESS

100%

of respondents feel  
connected to their  
community because of  
Beautify San Leandro.



OVERALL  
EXPERIENCE

85%

volunteer  
satisfaction



# WHAT DID YOU ENJOY THE MOST?

“The satisfaction  
that I’m helping our  
city in **a way that I  
am able**”





# KEY TAKEAWAYS





# COMMUNITY PRIORITIES FOR FUTURE BEAUTIFY EVENTS

*What types of projects or locations would you like to see in future Beautify events?*



**PARK & OPEN SPACE  
MAINTENANCE / TREE  
PLANTING**



**CITYWIDE OR  
NEIGHBORHOOD  
CLEAN-UPS**



**PARTNERSHIPS WITH  
LOCAL BUSINESSES &  
ORGANIZATIONS**

# LOOKING AHEAD

*What's next for Beautify San Leandro?*

# BEAUTIFY SAN LEANDRO

Community Clean-Up Partnership Program (CCUPP)





# PROGRAM GOALS



**BEAUTIFY SAN LEANDRO**  
Community Clean-Up Partnership Program  
(CCUPP)

FOSTER PARTNERSHIPS

EMPOWER LOCAL  
COMMUNITY

EXPAND REACH & IMPACT

HIGH IMPACT  
LOW COST

# PROGRAM PHASES

Post-Pilot Event Evaluation, Reporting & EOY Assessment

 Evaluation & Reporting

Program Launch, Event Coordination, Partner Support

 Implementation

Develop & Initiate Marketing Campaign

 Community Outreach

Capacity, Guidelines, Workflow, Agreements

 Planning & Internal Development



# 2026 EVENTS

**April**  
Volunteer Appreciation &  
Arbor Day

**September**  
Beautify CA Coastal  
Cleanup Day

*February, May, July,  
November*  
*Beautify CCUPP*





# QUESTIONS?

