



CERYLIX GONZALEZ

CLEAN STREETS CREW

NOEMI GRIMALDO



Our Mission

We are Clean Streets Crew. Our team applies collaboration, organization, and commitment to solve land pollution for the City of Norwalk. We will establish a high school student-led community group, and host street and park cleanup events. With the help of our community, we will ensure that the streets of Norwalk are clean.

Our Skills

Critical thinking Organization
Creativity Time management
Collaboration

Target Audience

Norwalk High School (9th-12th)
Norwalk Community

The Challenge

If you were to walk around the streets of Norwalk, you would notice the land pollution that plagues our community. The consequences of littering have made our city hard to navigate for pedestrians. Norwalk residents, like schoolchildren, are exposed to trash on their walk home. Glass shards from broken bottles pose a threat to pedestrians. People and animals, like dogs, that are being taken out for a walk, can step on a shard and get injured. Stray animals could mistake trash for food. Also, many of the storm drains that line our streets drain into the ocean. Our trash is not just polluting our city, but also the ocean. We can reduce land pollution and the harmful effects it has on our Norwalk community by coming together to clean and beautify our city.

Our Plan of Action

Fundraising/Money Source: Host fundraisers at Chick-fil-A and Raising Canes to raise money for cleaning supplies and transportation, sell mini pancakes during Club Lunch at Norwalk High School

Resources/Materials Needed: Volunteers, funding, gloves, masks, trash bags & bins, trash picker, transportation to take trash to landfills, promotional flyers & printer

Potential Partnerships: Collaborate with Norwalk High School environmental clubs like Green Hope and Forestry Club

Communication/Promotional Ideas: Create a club at Norwalk High School, create an Instagram and Facebook page to share event details and spread awareness about littering, put up flyers about our group with contact information, put up flyers to remind people to stop littering

Call to Action: We will put QR codes on our informational posters that lead to our website which has our mission statement, links to our social media, and upcoming events. People can also sign up for our email newsletter to stay updated.

Evaluating Success

Firstly, we will evaluate our success by tracking our funding and seeing if we met or exceeded our goal of roughly \$250. We could collaborate with more food joints, such as Yogurtland and Wingstop, to increase our funds. We will also track attendance at our events and see if we meet our goal of at least five volunteers per event. To ensure that we have an adequate amount of volunteers, we will reach out to Norwalk High School's various academic pathways, asking for assistance recruiting additional volunteers. With this, we plan to incentivize the students with service hours because many pathways require hours. Our final metric of success is attaining 100 followers on both our Instagram and Facebook accounts.