

## IMPORTANCE OF MICRO CLEANING

Micro cleaning and sanitization is critically important because it plays a major role in crime prevention through environmental design and increases public health and public safety, by ensuring that illegal dumping, hazardous materials, and pathogens are cleared from various environments which discourages violence and criminal activity.

Crime Prevention Through Environmental Design (CPTED) is a specific approach to designing safety and security in an environment that deters crime and positively influences human behavior.



After



## CONTACT US

Do you need assistance?

- Illegal Dumping Removal
- Graffiti Vandalism Removal & Deterrence
- Micro Cleaning & Sanitization
- Homeless Encampment Management
- CPTED Consultation

*Receive a Quote Today!*



*Let's beautify together...  
increasing Public Health & Public Safety*



**BEAUTIFICATION COUNCIL**

501(c)3 - Federal Tax ID# 46-5475528

*For More Information/Employment:*

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[info@beautificationcouncil.org](mailto:info@beautificationcouncil.org)

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[www.beautificationcouncil.org](http://www.beautificationcouncil.org)

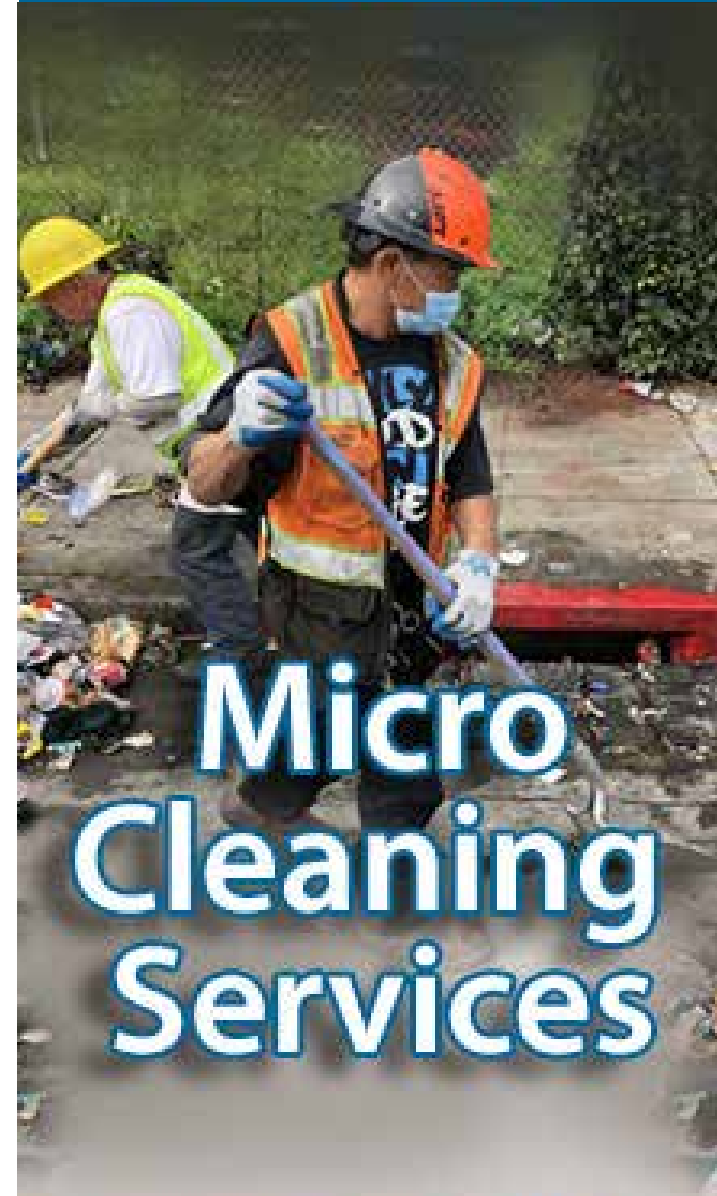
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# BEAUTIFICATION COUNCIL



**Disrupting the Cycle of Blight  
and Homelessness**

## ABOUT US

The Beautification Council is a 501(c)3 Micro Cleaning and Sanitization Maintenance Organization with a passion to restore the quality of life and disrupt the cycles of blight and homelessness throughout the State of California, in communities adversely affected by illegal dumping and graffiti vandalism because EVERYONE deserves a safe and clean environment to live, work, and play!

Our mission is to bolster violence prevention, public health, and public safety as Micro Cleaning Experts increasing citizen pride and restoring beauty throughout the State, significantly impacting blight and homelessness: neighborhoods, communities, cities, counties, and state with our innovative job readiness program for the unhoused and justice-impacted empowering individuals to self-sufficiency, economic stability, and housing.



## MICRO CLEANING

### What is micro cleaning and sanitization?

Micro cleaning and sanitization is a 9-step proprietary specialized cleaning process consisting of litter abatement, trash elimination, graffiti vandalism removal, illegal dumping extraction, and sanitizing with EPA-approved biodegradable agents to kill microorganisms.

The Beautification Council's micro cleaning service process removes the visual and physical cues of deterioration, along with deferred maintenance and incorporates four of the five steps of Crime Prevention Through Environmental Design enhancing violence prevention:

- Natural Access Control
- Territorial Reinforcement
  - Maintenance
  - Activity Support

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**"Through our agency we are addressing violence prevention, significantly reducing illegal dumping, and blight while providing economic stability for the unhoused and justice-impacted making our cities beautiful!"**

**Ken Houston, Executive Director**  
Subject Matter Expert on Illegal Dumping and Homeless Encampments

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## SERVICES

- **Illegal Dumping Removal:** extraction of any and all illegal dumping materials from public, private, or governmental properties.
- **Graffiti Vandalism Removal and Deterrence:** remove illegal graffiti from all identified areas, data collection, and deterrence through CPTED (Crime Prevention Through Environmental Design).
- **Micro Cleaning and Sanitization,** remove the residue from illegal dumping and deferred maintenance, followed by sanitizing with EPA-approved biodegradable agents to kill microorganisms.
- **Homeless Encampment Management:** assess the homeless encampment(s) condition and create a management plan, along with assisting the unhoused with obtaining critical services and relocation.
- **CPTED Consultation:** a comprehensive overview and action plan developed for an individual /entity environment, home, building, business, and lot(s) on how to increase safety and deter crime.

