

CPTED?

Crime Prevention Through Environmental Design (CPTED) is a specific approach to designing safety and security into an environment, to deter crime by designing a physical environment that positively influences human behavior. There are 5 basic principles: Natural Access Control, Natural Surveillance, Territorial Reinforcement, Maintenance, Activity Support.

Cleaning California Together (CCT) addresses all (5) principles, disrupting blight and homelessness creating safer and healthier communities to thrive.



Making a
Difference

**PASSION
PEOPLE
PROJECTS**

Let's Clean California Together



BEAUTIFICATION COUNCIL

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

For More Information/Employment:

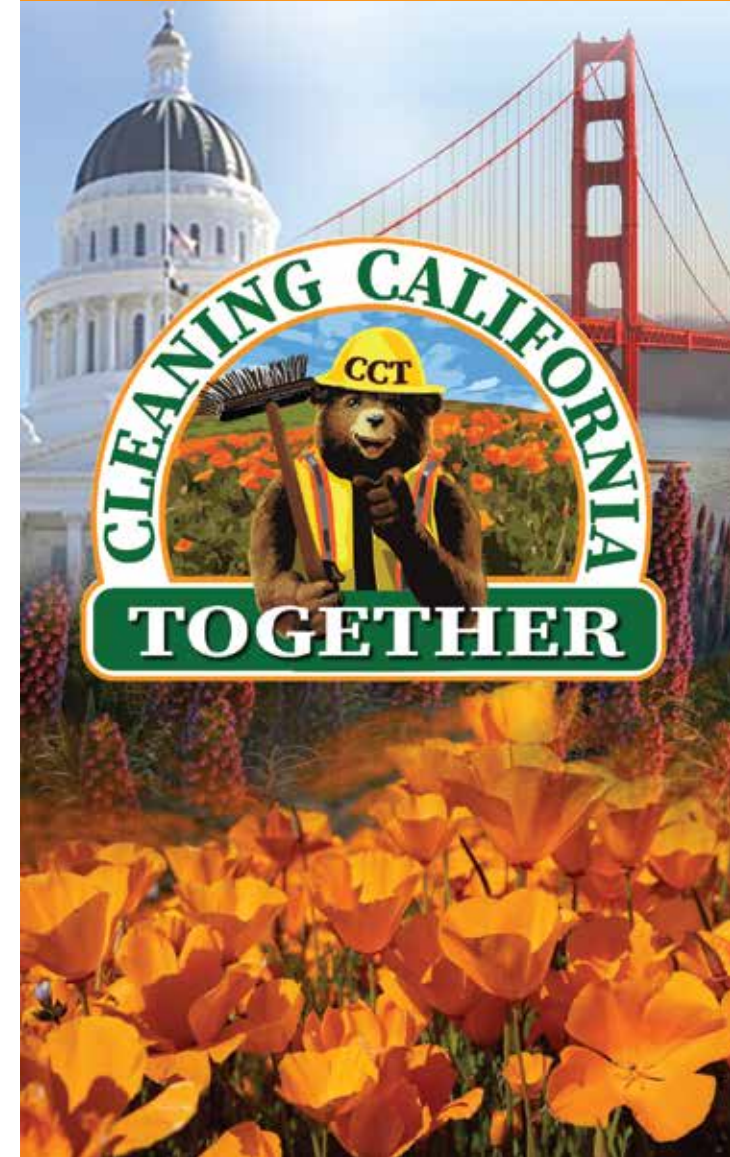
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BEAUTIFICATION COUNCIL



**Disrupting the Cycle of
Blight and Homelessness**

ABOUT US

The Beautification Council began in 2014, passionate and committed about restoring the quality of life and beauty within the State. Through our litter and illegal dumping abatement projects we promote violence prevention, public health, and public safety because all citizens/residents deserve a safe and clean place to play, live, and work.

We are significantly disrupting the cycle of blight and homelessness as Micro Cleaning Experts tackling violence prevention, through our initiatives supporting citizens while enhancing the quality of life, increasing pride and restoring the magnificence of: neighborhoods, communities, cities, counties, and State with our innovative job readiness program for the unhoused and justice-impacted.



"Building People & Beautifying Communities"

CCT INITIATIVE

Cleaning California Together (CCT) is an initiative of the Beautification Council to engage Californians in a fun impactful way to clean and beautify our state TOGETHER.

The goals of CCT are:

- Inspire: collective responsibility
- Restore: community love and pride
- Educate: importance of proper trash removal
- Create: cultural shift

Let's clean, post, and inspire one another to Clean California Together. California is not only a place where we want to LIVE but a place we want others to Visit!!!



JOIN THE MOVEMENT



Register Your Campaign Today!
(individual, family, group, church, agency, company, etc.)

at:

www.cleaningcaliforniatogether.org/register

Post and Follow CCT campaigns:



BLIGHT?

Blight is a "deteriorated condition". Neighborhoods exposed to blight are at an increased risk of various economic, social, and physical health disparities. Blight indicators:

- Visual Cues: abandoned homes and buildings
- Physical Cues: litter, trash, and illegal dumping.
- Graffiti Vandalism: marking or defacing premises/building

Blight attracts crimes, such as drug use, gun violence, graffiti, and gang activity. CCT is our collective violence prevention effort to increase public health and public safety together.

