



Contact: Cheryl Brownlee
Phone: (510) 813-2122
Email: cbcommunications@ymail.com

Color the Block Earns Clean California Community Designation for South Sacramento Revitalization Efforts

First-of-its-kind neighborhood revitalization initiative combines environmental stewardship, urban agriculture, public art, food security, workforce development and behavioral health to strengthen South Sacramento communities

SACRAMENTO, Calif. – August 2026 – Color the Block announced that **SOUTH SACRAMENTO** has officially earned designation as a “**Clean California Community**”, recognizing the organization's ongoing commitment to creating cleaner, healthier and more vibrant neighborhoods throughout South Sacramento.

The designation, awarded through Caltrans' Clean California initiative, recognizes communities demonstrating leadership in litter prevention, beautification and environmental enhancement. Color the Block's work reflects these goals through a broader neighborhood revitalization strategy focused on disadvantaged communities and residents experiencing housing insecurity.

Color the Block leads the implementation of a **first-of-its-kind neighborhood revitalization initiative** throughout disadvantaged and housing-insecure communities in South Sacramento. The initiative blends **urban agriculture, environmental stewardship, public art, music, workforce development, food security, and behavioral health** into an innovative model for community healing and economic mobility.

“This designation represents much more than cleaning up a neighborhood. It demonstrates what can happen when environmental stewardship, wellness, agriculture, workforce development and community pride come together,” said Morgan Brown, Co-Founder and CEO of Color the Block. “Our goal is to work alongside residents to transform spaces while creating opportunities for people to heal, learn, work and build stronger communities. This is about creating lasting change from the neighborhood up.”

Building Cleaner, Healthier Communities

The **Clean California Community Designation Program** is part of Governor Gavin Newsom's landmark **\$1.2 billion Clean California Initiative**, launched in 2021 through Caltrans to clean, reclaim, beautify, and revitalize public spaces across California. Developed in partnership with **Caltrans, Keep California Beautiful, and Keep America Beautiful**, the designation recognizes communities that demonstrate a sustained commitment to litter prevention, environmental stewardship, beautification, community engagement, and long-term neighborhood improvement.

To earn the prestigious designation, communities must successfully complete **at least 10 of 15 program criteria**, including long-range planning, community partnerships, public education, youth engagement, litter prevention, cleanup activities, greening and beautification projects, infrastructure improvements, and measuring community impact. Color the Block, working alongside residents, volunteers, businesses, neighborhood organizations, and public agency partners, successfully met and exceeded these standards through ongoing neighborhood cleanups, community gardens, public art projects, environmental



education, youth engagement, community outreach, beautification efforts, and collaborative partnerships that have transformed public spaces throughout South Sacramento. These accomplishments reflect Color the Block's commitment to creating cleaner, healthier, safer, and more vibrant neighborhoods while fostering lasting community pride and environmental responsibility.

Color the Block encourages residents, businesses, and community organizations to participate in upcoming cleanup, beautification, agriculture, and neighborhood revitalization activities.

For information about upcoming Color the Block programs and volunteer opportunities, visit www.colorthetheblock.org or (916) 527-4282.

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For information about the Clean California Community Designation Program and to take the pledge, visit [Clean California Community Designation Program](#).

About Color the Block

Color the Block is an arts, agriculture and wellness organization focused on sustainability, enrichment and neighborhood revitalization in underserved and underrepresented communities throughout South Sacramento. The organization combines urban agriculture, environmental stewardship, public art, music, behavioral health, food security, digital literacy and workforce development to create healthier communities and pathways toward economic mobility.

Through community gardens, agriculture and workforce training, family programming, arts initiatives, digital literacy, community resources and neighborhood engagement, Color the Block works alongside residents to create environments where individuals and families can learn, grow and thrive.

About Clean California

Clean California is a statewide initiative led by Caltrans to remove litter, create jobs and partner with communities to reclaim, transform and beautify public spaces throughout California. The initiative combines state and local cleanup efforts with community beautification, education and volunteer engagement.

About Keep America Beautiful

Keep America Beautiful is a national community improvement nonprofit dedicated to inspiring and educating people to take action to improve and beautify their communities. Established in 1953, the organization works with affiliates and volunteers throughout the country on litter prevention, recycling and community beautification. More information is available at [Keep America Beautiful](#).

About Keep California Beautiful

Keep California Beautiful is a statewide nonprofit dedicated to litter prevention, alternative waste management, beautification, community networking and outreach. Founded in 1990, the organization works to inspire individuals, government, communities and businesses to preserve and protect California's resources for future generations.