



CLEANUP & MAINTENANCE



ABOUT THE SOLUTION CENTER

The Main Street Solution Center is a free access portal to resources for communities and organizations working to revitalize and strengthen their local economies. The Solution Center's curated resources are designed to help guide and inspire local leaders and advocates as they navigate the complexities of downtown and neighborhood business district revitalization and economic growth.

ABOUT THE PARTNERSHIP

This Main Street Solution Center publication was underwritten by Michigan Main Street and Main Street Iowa. Their generous support demonstrates a shared vision and ongoing commitment to freely share knowledge, experience, tools, and best practices to fuel revitalization and economic growth in their own communities, and in locales spanning the nation.



ABOUT THE CREATORS

Leigh Young, AICP is Senior Main Street Specialist with Michigan Main Street and a driving force behind the creation of the Main Street Solution Center. Her deep passion for planning, placemaking, community engagement, and sustainable urban development is evident in her work to advance the cause for revitalization and economic development in downtown and neighborhood business districts across Michigan.

Jay Schlinsog, CMSM is the owner of Downtown Professionals Network (DPN), a Franklin, TN-based firm specializing in innovative, market-driven downtown and business district revitalization and economic development solutions. He brings more than thirty years of experience gained while serving as chief executive with chamber and district management organizations, and through his work with communities and organizations across the United States.

Ben Muldrow is a partner at Arnett Muldrow & Associates, a consultancy renowned for its creative approach to economic development, branding, and marketing strategies for small towns and cities across the nation. He brings an innovative mindset and a deep understanding of the unique dynamics of community branding to each engagement, blending traditional community values with modern marketing techniques to help communities and districts unlock their potential.

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Maintenance in downtown and neighborhood commercial districts encompasses a wide range of activities aimed at keeping the area clean, safe, attractive, and functional for residents, businesses, and visitors. These activities can be broadly categorized into several key areas:

Trash and Recycling Collection: Regular collection of trash and recyclables from public bins, streets, and parks to maintain cleanliness and environmental health.

Street and Sidewalk Cleaning: Sweeping, washing, and gum removal from streets and sidewalks to ensure they are clean and welcoming.

Landscaping and Green Space Maintenance: Care for public green spaces, including watering, weeding, pruning, and planting of flowers, shrubs, and trees. This also involves maintaining any vertical gardens or green walls.

Snow and Ice Removal: Clearing snow and ice from sidewalks, pedestrian areas, and public spaces to ensure safety and accessibility during the winter months.

Banner and Signage Maintenance: Installing, replacing, and maintaining street banners, wayfinding signs, and other informational or decorative signage to enhance the district's visual appeal and assist navigation.

Public Furniture Maintenance: Upkeep of benches, trash cans, bicycle racks, planters, and other street furniture to ensure they are clean, safe, and in good repair.

Graffiti and Vandalism Cleanup: Prompt removal of graffiti and repair of vandalism to maintain a positive image and deter future incidents.

Window Cleaning: Cleaning of windows in public buildings and facilities to maintain a neat appearance.

Lighting Maintenance: Ensuring that streetlights, decorative lighting, and illuminated signage are all functioning properly to enhance safety and aesthetics.

Infrastructure Repairs: Addressing wear and tear on sidewalks, streets, curbs, and public facilities to ensure they are safe and accessible.

Pest Control: Implementing measures to control rodents, insects, and other pests in public spaces.

Event Setup and Cleanup: Coordinating the logistics for public events, including setup, cleanup, and waste management to minimize disruption and maintain cleanliness.

Water Feature Maintenance: If applicable, maintaining fountains or other water features, including cleaning, chemical treatment, and repairs.

Emergency Response and Repairs: Responding to and repairing damage from accidents, natural disasters, or unexpected events to quickly restore normalcy.

A comprehensive maintenance plan addresses these components to create a vibrant, welcoming, and functional urban core. The specific tasks and priorities may vary based on the district's size, climate, and unique characteristics, but the overall goal remains the same: to enhance the district's quality of life and economic vitality.

MAINTENANCE STRATEGY

Planning a maintenance strategy requires a comprehensive approach that encompasses a variety of tasks to ensure the district remains clean, attractive, and welcoming. Here are key steps and considerations for an organization to plan an effective maintenance strategy:

Assessment and Inventory: Conduct a thorough assessment of the downtown area to identify all maintenance needs, including trash collection, flower and green space care, banner placements, snow removal, window cleaning, and any other tasks. Create an inventory of all physical assets and their conditions to prioritize actions.

Set Maintenance Goals: Define clear, achievable goals for each aspect of maintenance. Goals should be specific, measurable, achievable, relevant, and time-bound (SMART). For example, trash should be collected daily, flowers watered and maintained weekly, and windows cleaned monthly.

Develop a Maintenance Schedule: Based on the assessment and goals, create a detailed maintenance schedule that outlines when and how often each task should be performed. This schedule should account for seasonal variations, such as increased flower care in spring and summer, and snow removal in winter.

Allocate Responsibilities: Determine who will be responsible for each maintenance task. While some tasks may be handled by public sector employees or departments, others may require contracting with private companies. Clearly define roles and responsibilities to ensure accountability.

Budget Planning: Estimate the cost of each maintenance task, including labor, materials, and any contractor services. Secure funding through the organization's budget, grants, or partnerships with local businesses and stakeholders. Ensure the budget is realistic and sustainable over the long term.

Implement & Monitor: Begin implementing the maintenance schedule, ensuring all tasks are completed as planned. Regularly monitor the execution of tasks and the overall cleanliness and attractiveness of the downtown area.

Engage the Community: Involve local businesses, residents, and stakeholders in the maintenance strategy. This can include organizing volunteer cleanup days, encouraging businesses to maintain their storefronts, and seeking sponsorships for flowers and banners.

Review and Adjust: Periodically review the effectiveness of the maintenance strategy. Gather feedback from the community, businesses, and maintenance staff. Use this feedback to make necessary adjustments to the maintenance schedule, responsibilities, or budget.

Communication: Keep the community informed about maintenance plans and schedules, especially for tasks that may impact public access or business operations, like snow removal or street cleaning. Effective communication helps manage expectations and promotes community support for maintenance efforts.

Sustainability Practices: Incorporate sustainable practices into the maintenance strategy, such as using environmentally friendly cleaning products, recycling trash, and choosing drought-resistant plants for green spaces.

By following these steps, a downtown organization can create a comprehensive and effective maintenance strategy that ensures the downtown district remains clean, safe, and attractive for all who visit, work, and live there.





CLEANUP EVENT BEST PRACTICES

Planning a cleanup event requires careful organization, community engagement, and logistical planning to ensure a successful and impactful outcome. Here's a step-by-step guide to help you plan a cleanup event:

Set Clear Objectives: Define what you aim to achieve with the cleanup event, such as improving the area's appearance, increasing community pride, or raising awareness about environmental issues.

Choose a Date and Time: Select a date and time that is likely to maximize participation. Consider weekends or evenings if targeting working adults and families. Check the local calendar to avoid conflicts with other community events.

Identify the Cleanup Areas: Scout the area to identify specific locations that need attention. This could include parks, streets, riverbanks, or vacant lots. Prioritize areas based on need and safety.

Obtain Necessary Permissions: Contact local authorities to get any required permissions or permits for the event, especially if you plan to close off streets or need access to public properties.

Secure Supplies and Equipment: Determine the supplies needed, such as gloves, trash bags, recycling bins, safety vests, and first-aid kits. Consider reaching out to local businesses for donations or sponsorships to cover these costs.

Recruit Volunteers: Promote the event through local media, social media, community groups, schools, and businesses to recruit volunteers. Provide clear information on how to register or where to meet on the day of the event.

Downtown Clean Up

🕒 Saturday, April 15, 2023, 10 a.m. to 12 p.m.

📍 The Delaware Welcome Center
20 E William Street

🌐 www.mainstreetdelaware.com



Plan for Waste Disposal: Coordinate with the local waste management department to arrange the disposal or recycling of collected waste. Determine if special arrangements are needed for hazardous materials.

Ensure Safety: Develop a safety plan, including a brief safety training session at the beginning of the event, providing first aid kits, and ensuring volunteers wear appropriate clothing and protective gear.

Organize Teams: Depending on the number of volunteers, consider organizing them into teams to tackle different areas. Assign team leaders to manage groups and ensure coverage of all identified areas.

Publicize the Event: Use local media, social media, posters, and community networks to advertise the event. Highlight the event's purpose, the difference it will make, and any incentives for participation, such as community service hours or refreshments.

Day-of Event Logistics: Plan the logistics for the day of the event, including registration areas, distribution of supplies, assignment of areas to teams, and scheduling of breaks. Consider setting up a central hub for volunteers to gather, receive instructions, and return after the cleanup.

Celebrate Successes and Thank Volunteers: After the event, thank all participants and sponsors. Share the results of the cleanup, such as before and after photos, the amount of trash collected or areas improved, through social media and local news outlets. Consider hosting a small celebration or providing refreshments as a thank-you.

Evaluate and Follow-up: After the event, evaluate its success and areas for improvement. Gather feedback from participants and partners. Share before-and-after photos and success stories to maintain momentum and interest for future events.

Planning a cleanup event is an excellent way to engage the community, improve the environment, and foster a sense of pride in the local area. With careful planning and execution, your event can have a lasting positive impact.



CITY OF WILDWOOD
COMMUNITY CLEANUP!

Join us to make the City of Wildwood the cleanest town in Sumter County with a quarterly clean-up event!

SATURDAY SEPTEMBER 9TH

Meet at Wildwood City Hall, 100 N Main Street at 8:30a
Trash pick up at 9:00a
Lunch at 11:00a

WILDWOOD STREET SWEEPERS!

Sign up to join our group today!
(352) 661-6067
or email
streetsweepers@wildwood-fl.gov

The poster features a light blue background with white clouds at the top. The title 'CITY OF WILDWOOD COMMUNITY CLEANUP!' is in large, bold, brown and orange letters. Below the title, the event details are listed in brown text. To the right, there is an illustration of a hand holding a brown trash bag, and a yellow trash can with a green logo that says 'THE WILDWOOD STREET SWEEPERS'. The bottom of the poster has a green grass border.



MAIN STREET MARSHFIELD Marshfield Area United Way United Way

DOWNTOWN 2023 CLEAN UP

THANK YOU!

The collage shows a group of volunteers in various colored shirts (blue, green, orange) standing together, some holding trash bags. In the background, there are buildings and a horse. A large white banner with 'THANK YOU!' in black letters is overlaid on the bottom half of the collage. At the bottom, there is a blue table with 'SIMPLICITY CREDIT UNION' written on it, and other people are seen working at the table.

