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Love Your Neighborhood Initiative Kicks Off in Southwest Riverside County with Over 2,000 Pounds of Trash Removed by Community Volunteers

Nearly 200 volunteers joined together to clean up their local neighborhoods in partnership with WRCOG, Riverside County Watershed Protection, and the Cities of Lake Elsinore, Canyon Lake, and Wildomar.

RIVERSIDE, CA – July 9, 2021 - On Saturday, June 26, 2021, nearly 200 volunteers, non-profits, and community organizations mobilized to clean up litter throughout various areas of Lake Elsinore, Canyon Lake, and Wildomar as part of a new County-wide pollution prevention initiative called “Love Your Neighborhood.”

The Love Your Neighborhood Program is a County-wide pollution prevention initiative administered by the Western Riverside Council of Governments (WRCOG) and supported through a sponsorship with Riverside County Watershed Protection Program (RCWPP). The Program aims to partner with Riverside County cities to host local cleanup events of their own and encourages residents to participate in reducing litter and other pollutants in their neighborhoods and beyond.

The Love Your Neighborhood Multi-City Community Clean-Up Event kicked-off at the Lake Elsinore Storm Stadium and was coordinated by the City of Lake Elsinore in partnership with the Cities of Canyon Lake and Wildomar. The Love Your Neighborhood Program supplied volunteers with trash pickers, trash bags, reusable gloves, and wristbands.

During the event, volunteers collected items ranging from food wrappers, cigarette butts, plastic bags, and tire and automobile debris, to large appliances with the help of public works crews. By the end of the day, volunteers had collected over 2,000 pounds of litter and helped remove dozens of bulky waste items.

“Our family really enjoyed coming out today to help remove unwanted litter from our neighborhood and surrounding areas,” said Ashlee DePhillippo. “As a resident, I think it’s important that we address issues like pollution together as a community if we want to be successful in beautifying where we live.”

The Love Your Neighborhood Program tracks the number of pollutants removed from communities in support of meeting stormwater mandates and other environmental objectives. The real time data collected during Love Your Neighborhood events also helps track key issues related to pollution such as litter, recycling, over-watering, and household hazardous waste disposal. To help support the initiatives, residents can even document their own clean-up activities on the Program’s website at wrcog.us/316/Love-your-Neighborhood

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About WRCOG

WRCOG is a joint powers authority, consisting of the County of Riverside, 18 cities, two regional water districts, and the Riverside County Superintendent of Schools. Its actions and activities are guided by its members. Recognizing that issues related to growth are not constrained by city or county boundaries, WRCOG focuses on a number of regional matters important to the future of Western Riverside County. By working together through its committee structure and utilizing existing resources, WRCOG is cost-effective by reducing duplication of effort and sharing information, enabling strong advocacy and strengthening Western Riverside County's standing in Southern California and the state. WRCOG's program areas are varied and range from transportation to air quality, solid waste, environment, energy, economy, sustainability, and growth. For more information about WRCOG please visit <http://www.wrcog.us/>.