

Parks and Recreation Board Meeting
September 19, 2024
Item #101

City of San Diego Park Board Chair's "Community Hero Award"

Gary Blume
Total Altruism Project

Altruism

noun

- Doing something to benefit another, without desiring to be recognized, appreciated or rewarded.
- Random act of kindness.

History – Gary Blume

The Total Altruism Project® came about when a high school biology teacher realized the amount of really happy energy that was created soon after he picked up a piece of litter to toss in a nearby trashcan and someone thanked him for that. That simple, "random-act-of-kindness" not only helped the environment and made the teacher feel good inside, but it also made someone else feel so good that they thanked him for it -which made him feel even better! He then had to find a way to replicate it so that others can feel good. T.A.P. into it.

What T.A.P.® Is And How It Works

When a person performs an act of kindness, they end up feeling better about themselves. The Total Altruism Project believes that if it could make it easier for a person to perform an act of kindness, then the frequency of that action should increase...giving more opportunities for people to feel good about themselves. And if that random act also helps out the environment, then, WOW, we might do the world "a world of good"!

By choosing "Picking Up a Piece of Litter" as the common act of kindness to make more convenient, T.A.P. thought: what could be simpler than to have litter-grabbing tools on stations alongside a popular path!?! If a person is venturing a path, and something triggers the desire to remove some litter along the way, one of our stations will be nearby to make it easier for them. There are multiple stations along that path for that person to return the litter-grabber further down their travels.

By taking a common litter-grabbing tool and tethering a small hand net to it, then placing the set on discrete stations spaced along a popular walkway, we believe we made it as convenient as possible for people to perform this common act of kindness.

T.A.P. believes that if we can make this altruistic act more convenient for people to do then more people will do it.

And then more people will feel good about themselves.

And the environment will feel good.

And the custodians of the land will feel good that you have helped them.

And local governments that budget for litter control will feel good...and the good just seems to keep going on.

How could we not introduce T.A.P. to the world???

Parks where TAP has influence

Allied Gardens

Lake Murray Community Park

Princess Del Cerro Community Park

San Carlos Recreation Center

Colina Del Sol Recreation Center

Ward Canyon Neighborhood Park