2025 – 2026 KAB Strategic Plan

Keep Angleton Beautiful Vision To Make Angleton, Texas, the most beautiful and environmental responsible place in Texas, one person at a time.							
Goal	Objective	Action Items	Timelin e	Responsibl e Party	Progress & Results	Status (Not Started, In Progress, Complete)	
Expand and Enhance Beautification Initiatives	Sustain and Grow Existing Events	Create and implement an annual marketing schedule for promotion of cleanup events and programs					
		Identify and promote 4 events or programs providing volunteer opportunities					
		Create a maintenance calendar for planters					
		Enhance awareness Butterfly Seedball Giveaway to maintain consistent annual attendance					
	Develop New Beautification Projects	Identify locations and explore potential for Pocket Prairie Parks					
		Explore potential partnership opportunities to implements a community garden					
		Design and implement an adopt a spot program					
		Enhance current butterfly garden vegetation and develop signage to identify and educate on species within butterfly gardens					

Strengthen Educational Outreach	Increase Recycling Awareness	Design and distribute brochures on apartment recycling		
		Partner with schools for recycling programs or events		
		Host a community recycling workshop		
		Partner with Waste Connections to enhance recycling awareness		
		Organize an annual gardening demo "in the field"		
		Develop butterfly way station workshops		
		Set up educational booths at minimum one City event		
		Explore recognition program for schools recycling, conservation, and environmental initiatives		
	Engage City Council	Prepare and present annual report to Council		
		Schedule quarterly updates with Council		
Improve Funding and Resource Acquisition	Diversify Funding Sources	Explore and apply for at least two grants annually		
		Apply for GCAA on an annually basis		
		Develop and launch additional fundraising platform for KAB		
		Redevelop sponsorship package to support events and programs		
	Optimize Resource Allocation	Create a detailed inventory of existing resources		
		Explore potential "business partner" program for discounted supplies		

		Develop board committees and assign board member to lead committee		
Foster Community Engagement and Participation	Increase Volunteer Involvement	Launch volunteer recruitment campaign		
		Explore volunteer appreciation program		
		Identify and implement need for neighborhood cleanups		
	Build Stronger Partnerships	Collaborate with local Texas A&M AgriLife Extension to develop new programs		
		Collaborate with code enforcement and develop task force to support beautification		
		Create school partnership for environmental education		
	Engage the Community	Redefine "zones" to support Yard of the Month program, litter cleanup, and beautification initiatives		
		Conduct annual community surveys for input on projects		
		Participate in local fairs and parades		
		Develop specific Yard/Business of the Month criteria and implement standard nomination process		
Marketing and Awareness	Enhance promotion and celebrate KAB accomplishment s	Post annual report to Council on KAB website and social media pages		
		Educate community on current litter and beautification ordinances		
		Identify and apply for two annual awards with organizations such as Keep American Beautiful and Keep Texas Beautiful		