

# 2025 - 2026 KAB Strategic Plan

Update 2.21.25

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	Timeline	Responsible Party	Progress & Results	Status (Not Started, In Progress, Complete)
<b>Expand and Enhance Beautification Initiatives</b>	<b>Sustain and Grow Existing Events</b>	Create and implement an annual marketing schedule for promotion of cleanup events and programs	2025	Staff		
		Identify and promote 4 events or programs providing volunteer opportunities	2025	Staff/Board		
		Create a maintenance calendar for planters	2025	Staff		
		Enhance awareness of Butterfly Seedball Giveaway to maintain consistent annual attendance	2025	Staff/Board		
	<b>Develop New Beautification Projects</b>	Identify locations and explore potential for Pocket Prairie Parks	2026	Staff/Board		
		Explore potential partnership opportunities to implements a community garden	2026	Staff/Board		
		Design and implement an adopt a spot program	2025	Staff		
		Enhance current butterfly garden vegetation and develop signage to identify and educate on species within butterfly gardens	2026	Staff/Board		

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<b>Strengthen Educational Outreach</b>	<b>Increase Recycling Awareness</b>	Design and distribute brochures on apartment recycling	2026	Staff/Board		
		Partner with schools for recycling programs or events	2026	Staff/Board		
		Host a community recycling workshop	2026	Staff/Board		
		Partner with Waste Connections to enhance recycling awareness	2026	Staff		
	<b>Expand Environmental Education</b>	Organize an annual gardening demo “in the field”	2025-2026	Staff/Board		
		Develop butterfly way station workshops	2025-2026	Staff/Board		
		Set up educational booths at minimum one City event	TBD	Staff/Board		
		Explore recognition program for schools recycling, conservation, and environmental initiatives	2026	Board		
	<b>Engage City Council</b>	Prepare and present annual report to Council	2025	Staff/Board		
		Schedule quarterly updates with Council	2025	Staff		
<b>Improve Funding and Resource Acquisition</b>	<b>Diversify Funding Sources</b>	Explore and apply for at least two grants annually	2025	Staff		
		Apply for GCAA on an annually basis	Annual	Staff	2025 GCAA Application submitted	Complete 2.13.25
		Develop and launch additional fundraising platform for KAB	2026	Staff/Board		
		Redevelop sponsorship package to support events and programs	2026	Staff		
	<b>Optimize Resource Allocation</b>	Create a detailed inventory of existing resources	2025	Staff/Board		

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		Explore potential “business partner” program for discounted supplies	2026	Staff/Board		
		Develop board committees and assign board member to lead committee	2025	Board		
<b>Foster Community Engagement and Participation</b>	<b>Increase Volunteer Involvement</b>	Launch volunteer recruitment campaign	2026	Staff		
		Explore volunteer appreciation program	2026	Board		
		Identify and implement need for neighborhood cleanups	2026	Staff/Board		
	<b>Build Stronger Partnerships</b>	Collaborate with local Texas A&M AgriLife Extension to develop new programs	2025-2026	Staff	Traveling Plant Program is being offered in conjunction with the 2025 Spring Cleanup	In Progress
		Collaborate with code enforcement and develop task force to support beautification	2025	Staff/Board		
		Create school partnership for environmental education	2026	Board		
	<b>Engage the Community</b>	Redefine “zones” to support Yard of the Month program, litter cleanup, and beautification initiatives	2025	Staff/Board		
		Conduct annual community surveys for input on projects	2025	Staff		
		Participate in local fairs and parades	2026	Staff/Board		
		Develop specific Yard/Business of the Month criteria and implement standard nomination process	2025	Staff		
<b>Marketing and Awareness</b>	<b>Enhance promotion and celebrate KAB accomplishments</b>	Post annual report to Council on KAB website and social media pages	Annual	Staff		
		Educate community on current litter and beautification ordinances	2026	Staff/Board		

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		Identify and apply for two annual awards with organizations such as Keep American Beautiful and Keep Texas Beautiful	Annual	Staff		
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