

**Strategic Plan
Keep Angleton Beautiful
(Board approved xx.xx.xxxx)**

Litter Prevention: Litter Prevention: [Prevention: the action of stopping something from happening or arising. Litter: trash, such as paper, cans, and bottles left lying in an open space or public place.]

COMPONENT	OBJECTIVES	STRATEGIES	Responsibility	PROGRESS & RESULTS
Litter Cleanup	<ul style="list-style-type: none"> Street sweeper working five days/week Add recycling in parks 		KAB, P&R Staff, Public Works	<ul style="list-style-type: none"> Street sweeping is taking place with replacement of new street sweeper In process - Working with parks to install recycling in key areas around parks.
Junked and Abandoned houses, cars, boats	<ul style="list-style-type: none"> Continued enforcement of City ordinances from code and law enforcement 		KAB, P&R Staff, Code Enforcement	<ul style="list-style-type: none"> In process - Reporting and following up with code enforcement to address when issues are identified or reported.
Litter Clean-up events	<ul style="list-style-type: none"> Create a Quarterly city-wide litter cleanup events quarterly 		KAB, P&R Staff	<ul style="list-style-type: none"> Complete - Continuing with schedule of Spring Clean-Up and Fall Sweep. In process - Working on additional cleanup opportunities for parks and possibility annual aquatic cleanup event for Lakeside Park upon opening.

Solid Waste Management: Solid Waste Management: Solid Waste Management include the activities and actions required to manage waste from its inception to its final disposal. This includes the collection, transport, treatment and disposal of waste, together with monitoring and regulation of the waste management process.

COMPONENT	OBJECTIVES	STRATEGIES	Responsibility	PROGRESS & RESULTS
Clean-ups for household hazard waste	<ul style="list-style-type: none"> Identify all household materials that are hazardous Add vendors to current clean-ups until they can stand alone Include informationals to publications on how to dispose of small volumes of hazard waste. Advertise on social media/marketing calendar 		KAB, P&R Staff	<ul style="list-style-type: none"> In process - Working to include more information in regular publications. Working with staff to include messaging and information via more frequent social media posting. Working to identify more resources available to provide to community.
Information on how large trash pick-up works	<ul style="list-style-type: none"> Include information through publications <ul style="list-style-type: none"> Updated map Updated pick up schedule Materials/ items that can/ cannot be taken Advertise on social media/marketing calendar Identify things that cannot be picked up and include in the city clean ups 		KAB, P&R Staff	<ul style="list-style-type: none"> In process - Working to assess current communication to improve public knowledge of existing services. Long Term – Exploring possibilities of local drop off sites for heavy trash to supplement pickup schedule.
Tree trimming and brush disposal	<ul style="list-style-type: none"> Include informationals to publications <ul style="list-style-type: none"> Advertise updated map and pick up schedule Distinguish how much can be picked up at a time consistency Developing a location or alternative for high volume disposal Consider City facility for tree limb drop off 		KAB, P&R Staff	<ul style="list-style-type: none"> In process - Working to assess current communication to improve public knowledge of existing services.
Trash cans in pedestrian areas	<ul style="list-style-type: none"> Consider trashcans along high foot traffic areas and sidewalks 		KAB, P&R Staff	<ul style="list-style-type: none"> In process - Added two additional trash cans in downtown area.

Recycling	· Implement recycling in parks.		KAB, P&R Staff	<ul style="list-style-type: none"> In process - Working with parks to install recycling in key areas around parks.
Beautification: Beautification: The action or process of improving the appearance of a person or place.				
COMPONENT	OBJECTIVES	STRATEGIES	Responsibility	PROGRESS & RESULTS
<i>Yard and Business of the month incentive development</i>	<ul style="list-style-type: none"> Improve recognition by providing incentives other than a certificate Small P/R Package <ul style="list-style-type: none"> Seed pack Reusable straw Reusable KAB bag 		KAB, P&R Staff	<ul style="list-style-type: none"> Have implemented.
<i>Establish vegetation policies for City facilities</i>	<ul style="list-style-type: none"> Establish native plants that can be use Public list of invasive species <ul style="list-style-type: none"> Restrict invasive within city limits Complete building maintenance and guidelines Supporting created ordinances <ul style="list-style-type: none"> Supporting code and law enforcement Teamwork system 		KAB, P&R Staff, Development Services	<ul style="list-style-type: none"> In process – Staff are working to identify items to provide recommendations to include in land development code as well as inclusion in Parks Standards manual for future park development.
<i>Mural art throughout city</i>	<ul style="list-style-type: none"> Develop public art and Mural policy Blank Walls in the city and develop murals Partnerships with business/local artists 		Communications & Marketing /Tourism	<ul style="list-style-type: none"> In process
<i>Beautification efforts throughout town</i>	<ul style="list-style-type: none"> Submit GRP proposal to TXDOT for additional city plantings Work with Trees for Houston for additional city plantings 		KAB, P&R Staff	<ul style="list-style-type: none"> In process – Trees for Houston proposal complete by EOM, working for additional median vegetation, and city plantings.
<i>Bench seating in public spaces</i>	<ul style="list-style-type: none"> Update bench standards and advertise bench donation opportunities throughout town and in public parks. 		KAB, P&R Staff	<ul style="list-style-type: none"> In process – bench standards are being adopted, included in park memorial policy development.
<i>Butterfly gardens</i>	<ul style="list-style-type: none"> Develop butterfly garden map Add new locations within the community 		KAB, P&R Staff	<ul style="list-style-type: none"> In process – map of all Monarch Way Stations included in newsletter. Plan to include butterfly garden as feature in all parks moving forward. To be added as part of Peach Street, Freedom, Lakeside.
Education: Education: The process of receiving or giving systematic instruction, especially at a school or university.				
COMPONENT	OBJECTIVES	STRATEGIES	Responsibility	PROGRESS & RESULTS
<i>Ordinance and policy awareness</i>	<ul style="list-style-type: none"> Publish information regarding litter, solid waste and beautification ordinances 		KAB, P&R Staff	<ul style="list-style-type: none"> Working to assess current communication to improve public knowledge of existing services.

Public Notifications	<ul style="list-style-type: none"> Developing a monthly newsletter for KAB members <ul style="list-style-type: none"> o Programs o Events o Environmental o Political socioeconomic o Youth/ Family Send out informaiton via <ul style="list-style-type: none"> o Newsletters o Social media o Email blast o Quarterly water bill inserts Take pictures of programs, projects events to advertise what KAB has completed 		KAB, P&R Staff	In Progress – monthly newsletter has been published and is active. Working to develop more content for frequent posting to provide more information to community.
Engage youth through education programs in schools	<ul style="list-style-type: none"> Align TEKS with environmental issues to educate prevention and conservation (environmental awareness) <ul style="list-style-type: none"> o Texas Master Naturalist/ develop junior master naturalist o Texas Master Gardeners/ development of junior master gardeners o Work with AISD lesson development and distribution of information o Virtual tool kits o Resources for community/ where to find reliable information and tools 		KAB, P&R Staff	<ul style="list-style-type: none"> In progress – Working to identify resources to provide to educators so support environmental awareness.
Who and what is KAB	<ul style="list-style-type: none"> Introductions of and what KAB stands for <ul style="list-style-type: none"> o Transparency o Short videos highlighting the board, staff, and stakeholders answering small things about themselves 		KAB, P&R Staff	<ul style="list-style-type: none"> In progress – publication of KAB meetings and information. Needs attention – How to go about capturing content to highlight KAB Members, Staff, Stakeholders.
Miscellaneous Ideas:				
COMPONENT	OBJECTIVES	STRATEGIES	Responsibility	PROGRESS & RESULTS
Leaf sweeping program	<ul style="list-style-type: none"> Consider specific months to allow residents to blow leafs into the street for the City sweeper to address. o Establish a schedule 			<ul style="list-style-type: none"> In progress – following up with public works on viability with available equipment.
Enage local businesses in beautification efforts	<ul style="list-style-type: none"> Develop a relationship with local businesses and start a "The Heart of Brazoria County Campaign" Develop a relationship with local businesses by implementing a Scan and Love Campaign 			<ul style="list-style-type: none"> Re-designated to a Chamber of Commerce priority.