



## KRB STRATEGIC PLAN

**FY 2019-2023**

**Adopted by City Council on October 8, 2019**

The goal of this plan is to use the funds of the Beautification to beautify and enhance the City of Richwood through hard work and dedication from the motivated and ambitious City staff, volunteers and commission members of Keep Richwood Beautiful.

We will carry out this task by outlining and thoroughly planning each individual task and event in order to make the most of our funds, time and availability. Our members will use our core values to see these tasks to completion and make Richwood, the prettiest “small town” in Texas.

## **MISSION STATEMENT**

*To engage and embolden our residents to pursue a vibrant and appealing community through environmental stewardship*

## **VISION STATEMENT**

*To make Richwood the cleanest, most visually aesthetic little city in Texas.*

## **MOTTO**

*Teach them to Care*

## **CORE VALUES**

- Empower our residents through education and participation
- Supporting partnerships with local businesses and groups
- Leading the City by serving our community through volunteer services
- Promote positive quality of life by beautifying and improving our parks

# STRATEGIC GOALS

- *Parks Improvement Plan*
  - Upgrade existing and add Playground Equipment
  - Upgrade park furniture
  - Resurfacing walking trails
  - Add or update lighting
  - Community Garden
  - Dog Park
  
- *Maintain a high level of aesthetic standards*
  - Landscaping
  - Color and Metal Art
  - Clean-ups and committee workdays
  
- *Community Outreach*
  - Summer Camp - Denise
  - Reading at Schools - Kim
  - Bike Rodeo
  - 5k – Fun Run
  
- *Encourage Recycling*
  - Reusable shopping bags
  - Reusable tumbler
  - Filtering Equip (ex. Brita Pitcher)
  - Recycling Bins at City Facilities
  - Recycling What to and What not
  
- *Update Community Center*
  - New paint
  - New landscaping
  - New Kitchen
  - New bathrooms
  - Possible Awning/porch

# PARKS IMPROVEMENTS PLAN

The Keep Richwood Beautification (KRB) Commission is pleased to present to you the City of Richwood Parks Improvement Plan, which the committee members have been working on for the last 6 months. It is an important document to guide future use and expenditures in the few parks and open space in Richwood.

This document is the result of the realization that the City of Richwood's population is growing at a very fast rate and the desire to provide quality open and recreational space for the current and future residents is much greater now.

The City of Richwood has several small undeveloped parcels that were provided to the City in new developments that serve the immediate area, along with vacant lots where the old City Hall and swimming pool sites were located. The uses that the existing developed parks can accommodate will also increase at a rate that correlates with any projected increase in population.

This is the reason why the Commission undertook the task of planning for future improvements to existing parks and additional park spaces. We believe that we must have plans in place for these parks in order to accommodate more use of them over time.

It is the Commission desire to help the City accomplish its overall strategic priority of Community Development by providing quality open space and park amenities to the City of Richwood community. We also believe that quality amenities will be an asset for any future economic development that may be considering Richwood as an opportune place to expand or open new business.

The Commission is looking at prioritizing projects based on available funding provided through utility account donations for beautification, along with working with the Public Works Department for projects that may be funded through the annual parks and recreation maintenance budget in the General Fund. The Commission will also look at other available resources such as grants.

The next few pages of the plan will provide project scope sheets for those improvements and/or additions the committee has set for goals to accomplish over the next five years.

This document is intended to be a fluid working plan with annual review and readdressing of projects to ensure that we are providing the amenities our community desires and doing our best to Keep Richwood Beautiful!

# Beautification Fund – Upgrade existing and adding playground equipment

Community Development (Council Strategic Focus)

GOAL: Parks Improvement Plan

Project Scope	
This project will consist of cleaning, upgrading and/or expanding playground equipment.	
<b>Project Name:</b>	<b>Playground Equipment</b>
Construction Start:	
Project Completion:	
Current Phase:	Initial Concept
Project Contract Information	
Project Manager:	
Phone Number:	
Email Address:	
Grant Administrator:	N/A
Engineer:	N/A
General Contractor:	

Approved Project Funding	
Funding Source	Fiscal Year
Grant Funds	N/A
Transfer from General Fund	
Project Budget & Expenditures	
Project Budget:	
Expended to Date:	N/A
Operational Impact	
By cleaning, upgrading and/or expanding playground equipment at existing parks, the City of Richwood will be encouraging increased use of Richwood’s open space. Improvements also provide residents, property owners and business owners quality amenities for better quality of life.	
Current Activity	
This project is in concept phase. KRB is still determining which equipment can be cleaned, which equipment needs replacement and which open spaces could use the addition of equipment.	

\*Photos are provided for concept idea only



**Beautification Fund – Upgrade park furniture**  
*Community Development (Council Strategic Focus)*

*GOAL: Parks Improvement Plan*

Project Scope	
This project will consist of updating park furniture and facilities, to include benches, tables, new paint, etc.	
<b>Project Name:</b>	<b>Park Furniture and Facilities</b>
Construction Start:	
Project Completion:	
Current Phase:	Initial Concept
Project Contract Information	
Project Manager:	
Phone Number:	
Email Address:	
Grant Administrator:	N/A
Engineer:	N/A
General Contractor:	

Approved Project Funding	
Funding Source	Fiscal Year
Grant Funds	N/A
Transfer from General Fund	
Project Budget & Expenditures	
Project Budget:	
Expended to Date:	N/A
Operational Impact	
By improving existing parks, the City of Richwood will be able to provide its residents, property owners and business owners better amenities for better quality of life and promote community development.	
Current Activity	
This project is in concept and research phase. KRB is researching visual and amenity concepts for park furniture, that include colors, materials, etc.	

\*Photos are provided for concept idea only



**Beautification Fund – *Resurface Walking Trails***  
*Community Development (Council Strategic Focus)*

*GOAL: Parks Improvement Plan*

<b>Project Scope</b>	
This project will consist of resurfacing any walking trails and consideration of additional walking trails.	
<b>Project Name:</b>	<b>Walking Trails</b>
Construction Start:	
Project Completion:	
Current Phase:	Initial Concept
<b>Project Contract Information</b>	
Project Manager:	
Phone Number:	
Email Address:	
Grant Administrator:	N/A
Engineer:	N/A
General Contractor:	

<b>Approved Project Funding</b>	
<b>Funding Source</b>	<b>Fiscal Year</b>
Grant Funds	N/A
Transfer from General Fund	
<b>Project Budget &amp; Expenditures</b>	
Project Budget:	
Expended to Date:	N/A
<b>Operational Impact</b>	
By improving existing parks, the City of Richwood will be able to provide its residents, property owners and business owners better amenities for better quality of life and promote community development.	
<b>Current Activity</b>	
This project is in concept and research phase.	

\*Photos are provided for concept idea only

# Beautification Fund – *Add and Update Lighting*

Community Development (Council Strategic Focus)

GOAL: Parks Improvement Plan

Project Scope	
This project will consist of updating and adding lighting at city parks.	
<b>Project Name:</b>	<b>Park Lighting</b>
Construction Start:	
Project Completion:	
Current Phase:	Initial Concept
Project Contract Information	
Project Manager:	
Phone Number:	
Email Address:	
Grant Administrator:	N/A
Engineer:	N/A
General Contractor:	

Approved Project Funding	
Funding Source	Fiscal Year
Grant Funds	N/A
Transfer from General Fund	
Project Budget & Expenditures	
Project Budget:	
Expended to Date:	N/A
Operational Impact	
By improving existing parks, the City of Richwood will be able to provide its residents, property owners and business owners better amenities for better quality of life and promote community development.	
Current Activity	
This project is in concept and research phase.	



**Beautification Fund – *Community Garden***  
*Community Development (Council Strategic Focus)*

*GOAL: Parks Improvement Plan*

Project Scope	
This project will consist of the addition and creation of a community garden.	
<b>Project Name:</b>	<b>Community Garden</b>
Construction Start:	
Project Completion:	
Current Phase:	Planning Phase
Project Contract Information	
Project Manager:	
Phone Number:	
Email Address:	
Grant Administrator:	N/A
Engineer:	N/A
General Contractor:	

Approved Project Funding	
Funding Source	Fiscal Year
Grant Funds	N/A
Transfer from General Fund	
Project Budget & Expenditures	
Project Budget:	
Expended to Date:	N/A
Operational Impact	
By adding a community garden, the City of Richwood will be able to promote a spirit of volunteerism and community	
Current Activity	
This project is in research phase. KRB has created and shared a survey with City residents to get guidance and feedback on the possible addition of a community garden. Members have looked at possible locations being the old swimming pool site, Freedom Park or the Old city hall site.	

\*Photos are provided for concept idea only



# Beautification Fund – *Dog Park*

Community Development (Council Strategic Focus)

GOAL: Parks Improvement Plan

Project Scope	
This project will consist of the addition of a dog park	
<b>Project Name:</b>	<b>Dog Park</b>
Construction Start:	
Project Completion:	
Current Phase:	Initial Concept
Project Contract Information	
Project Manager:	
Phone Number:	
Email Address:	
Grant Administrator:	N/A
Engineer:	N/A
General Contractor:	

Approved Project Funding	
Funding Source	Fiscal Year
Grant Funds	N/A
Transfer from General Fund	
Project Budget & Expenditures	
Project Budget:	
Expended to Date:	N/A
Operational Impact	
By adding a dog parks, the City of Richwood will be able to provide its residents, property owners and business owners an additional amenity for better quality of life and promote community development and/or commercial development	
Current Activity	
This project is in concept and research phase. KRB is researching visual and amenity concepts for a small dog park. Options include an addition to an existing park or stand alone.	

\*Photos are provided for concept idea only



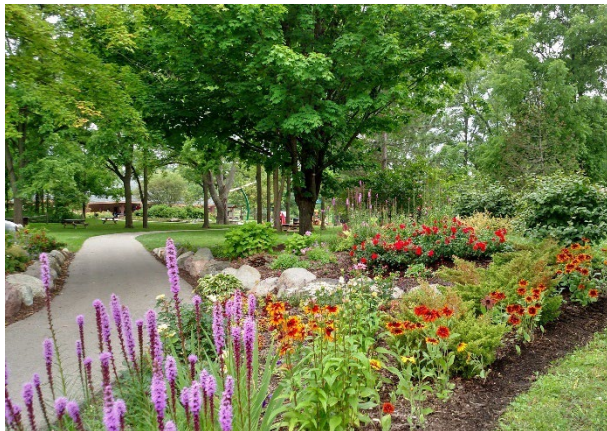
## Beautification Fund – *Landscaping*

Community Development (Council Strategic Focus) *GOAL: Maintain a high level of aesthetic standards*

Project Scope	
This project will consist of addressing the aesthetics of the City of Richwood to include the addition of trees, flowers, and other plants or possible metal art.	
<b>Project Name:</b>	<b>Park Aesthetics</b>
Construction Start:	
Project Completion:	
Current Phase:	Initial Concept
Project Contract Information	
Project Manager:	
Phone Number:	
Email Address:	
Grant Administrator:	N/A
Engineer:	N/A
General Contractor:	

Approved Project Funding	
Funding Source	Fiscal Year
Grant Funds	N/A
Transfer from General Fund	
Project Budget & Expenditures	
Project Budget:	
Expended to Date:	N/A
Operational Impact	
By maintaining a high level of aesthetic standards City wide, we hope to encourage volunteerism and community spirit in Keeping Richwood Beautiful. The City of Richwood will be able to better quality of life and promote community development and/or commercial development for the residents, property owners and business owners.	
Current Activity	
This project is in concept and research phase. KRB is researching what options are feasible for the City of Richwood	

\*Photos are provided for concept idea only



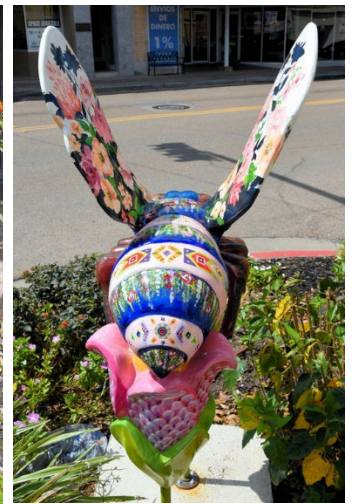
## Beautification Fund – *Visual and Artistic Aesthetics*

Community Development (Council Strategic Focus) GOAL: Maintain a high level of aesthetic standards

Project Scope	
This project will consist of addressing the aesthetics of the City of Richwood parks and city facilities to include new paint colors, possible metal art.	
<b>Project Name:</b>	<b>Park Aesthetics</b>
Construction Start:	
Project Completion:	
Current Phase:	Initial Concept
Project Contract Information	
Project Manager:	
Phone Number:	
Email Address:	
Grant Administrator:	N/A
Engineer:	N/A
General Contractor:	

Approved Project Funding	
Funding Source	Fiscal Year
Grant Funds	N/A
Transfer from General Fund	
Project Budget & Expenditures	
Project Budget:	
Expended to Date:	N/A
Operational Impact	
By maintaining a high level of aesthetic standards City wide, we hope to encourage volunteerism and community spirit in Keeping Richwood Beautiful as well as promote tourism of Richwood. The City of Richwood will be able to better quality of life and promote community development and/or commercial development for the residents, property owners and business owners.	
Current Activity	
This project is in concept and research phase. KRB is researching what options are feasible for the City of Richwood	

\*Photos are provided for concept idea only



## Beautification Fund – *Cleanups and Committee Workdays*

Community Development (Council Strategic Focus) GOAL: Maintain a high level of aesthetic standards

Project Scope	
This project will consist of planning additional clean-ups and/or committee workdays to address high grass or litter concerns around town.	
<b>Project Name:</b>	<b>Park Aesthetics</b>
Construction Start:	
Project Completion:	
Current Phase:	Initial Concept
Project Contract Information	
Project Manager:	
Phone Number:	
Email Address:	
Grant Administrator:	N/A
Engineer:	N/A
General Contractor:	

Approved Project Funding	
Funding Source	Fiscal Year
Grant Funds	N/A
Transfer from General Fund	
Project Budget & Expenditures	
Project Budget:	
Expended to Date:	N/A
Operational Impact	
By maintaining a high level of aesthetic standards City wide, we hope to encourage volunteerism and community spirit in Keeping Richwood Beautiful. The City of Richwood will be able to better quality of life and promote community development and/or commercial development for the residents, property owners and business owners.	
Current Activity	
This project is in concept and research phase. KRB is researching what options are feasible for the City of Richwood	

**Beautification Fund – Youth Summer Camp**  
*Community Development (Council Strategic Focus)*

*GOAL: Community Outreach*

Project Scope	
This project will consist of youth summer camps that provide an event for youth to learn about their environment and planet earth and have fun in a playful and engaging atmosphere.	
<b>Project Name:</b>	<b>Youth Summer Camp</b>
Construction Start:	
Project Completion:	
Current Phase:	Initial Concept
Project Contract Information	
Project Manager:	
Phone Number:	
Email Address:	
Grant Administrator:	N/A
Engineer:	N/A
General Contractor:	

Approved Project Funding	
Funding Source	Fiscal Year
Grant Funds	N/A
Transfer from General Fund	
Project Budget & Expenditures	
Project Budget:	
Expended to Date:	N/A
Operational Impact	
By increasing our community outreach, we hope to encourage volunteerism and community spirit in Keeping Richwood Beautiful.	
Current Activity	
This project is in concept and research phase. KRB is researching what options are feasible for the City of Richwood	

\*Photos are provided for concept idea only



**Beautification Fund – *Reading at Schools***  
*Community Development (Council Strategic Focus)*

*GOAL: Community Outreach*

<b>Project Scope</b>	
This project consists of partnering with community elementary schools to read to children about earth, a healthy environment and recycling.	
<b>Project Name:</b>	<b>Reading</b>
Construction Start:	
Project Completion:	
Current Phase:	Initial Concept
<b>Project Contract Information</b>	
Project Manager:	
Phone Number:	
Email Address:	
Grant Administrator:	N/A
Engineer:	N/A
General Contractor:	

<b>Approved Project Funding</b>	
<b>Funding Source - BF</b>	<b>Fiscal Year 2018-2019</b>
Grant Funds	N/A
Transfer from General Fund	
<b>Project Budget &amp; Expenditures</b>	
Project Budget:	100.00
Expended to Date:	104.00
<b>Operational Impact</b>	
By increasing our community outreach, we are laying the foundation for partnerships that will encourage volunteerism and community spirit in keeping Richwood beautiful. The City of Richwood will be able to better quality of life and promote community development and/or commercial development for the residents, property owners and business owners.	
<b>Current Activity</b>	
The committee has purchased a few books regarding recycling and Earth Day and has contacted Polk Elementary to schedule times that are appropriate for them to come in and read to students.	

**Beautification Fund – *Bike Rodeo or Parade***  
*Community Development (Council Strategic Focus)*

*GOAL: Community Outreach*

Project Scope	
This project will consist of partnering with the Richwood Municipal Court (Traffic Safety Initiatives program), Richwood PD and community schools to provide an opportunity for families of elementary and preschoolers to learn about bicycle safety, practice bike skills, and ride an instructional course.	
<b>Project Name:</b>	<b>Bike Rodeo/Parade</b>
Construction Start:	
Project Completion:	
Current Phase:	Initial Concept
Project Contract Information	
Project Manager:	
Phone Number:	
Email Address:	
Grant Administrator:	N/A
Engineer:	N/A
General Contractor:	

Approved Project Funding	
Funding Source	Fiscal Year
Grant Funds	N/A
Transfer from General Fund	
Project Budget & Expenditures	
Project Budget:	
Expended to Date:	N/A
Operational Impact	
By increasing our community outreach, we hope to encourage volunteerism and community spirit in Keeping Richwood Beautiful. The City of Richwood will be able to better quality of life and promote community development and/or commercial development for the residents, property owners and business owners.	
Current Activity	
This project is in concept and research phase. KRB is researching what options are feasible for the City of Richwood and reaching out to organizations that can assist in planning such events.	

\*Photos are provided for concept idea only





**Beautification Fund – 5k Fun Run and Walk**  
*Community Development (Council Strategic Focus)*

*GOAL: Community Outreach*

<b>Project Scope</b>	
This project will consist of partnering with the Richwood PD to plan an annual 5k Fun Run & Walk Event for the community.	
<b>Project Name:</b>	<b>5K Fun Run and Walk</b>
Construction Start:	
Project Completion:	
Current Phase:	Initial Concept
<b>Project Contract Information</b>	
Project Manager:	
Phone Number:	
Email Address:	
Grant Administrator:	N/A
Engineer:	N/A
General Contractor:	

<b>Approved Project Funding</b>	
<b>Funding Source</b>	<b>Fiscal Year</b>
Grant Funds	N/A
Transfer from General Fund	
<b>Project Budget &amp; Expenditures</b>	
Project Budget:	
Expended to Date:	N/A
<b>Operational Impact</b>	
By increasing our community outreach, we hope to encourage volunteerism and community spirit in Keeping Richwood Beautiful. The City of Richwood will be able to better quality of life and promote community development and/or commercial development for the residents, property owners and business owners.	
<b>Current Activity</b>	
This project is in concept and research phase. KRB is researching what options are feasible for the City of Richwood	

**Beautification Fund – *Promotional Products***  
*Community Development (Council Strategic Focus)*

*GOAL: Encourage Recycling*

<b>Project Scope</b>	
This project will consist of designing and purchasing promotional products that encourage recycling in Richwood to include reusable shopping bags, reusable tumblers, etc.	
<b>Project Name:</b>	<b>Promotional Products</b>
Construction Start:	
Project Completion:	
Current Phase:	Concept Phase
<b>Project Contract Information</b>	
Project Manager:	
Phone Number:	
Email Address:	
Grant Administrator:	N/A
Engineer:	N/A
General Contractor:	AEP

<b>Approved Project Funding</b>	
<b>Funding Source</b>	<b>Fiscal Year</b>
Grant Funds	N/A
Transfer from General Fund	
<b>Project Budget &amp; Expenditures</b>	
Project Budget:	
Expended to Date:	N/A
<b>Operational Impact</b>	
By encouraging and educating the community on recycling, we hope to encourage volunteerism and community spirit in Keeping Richwood Beautiful.	
<b>Current Activity</b>	
This project is in concept and research phase. KRB is researching what options are feasible for the City of Richwood	

# Beautification Fund – *Recycling and Waste Disposal Bins and signage*

Community Development (Council Strategic Focus)

GOAL: Encourage Recycling

Project Scope	
This project will consist of the addition of signage and disposal sites at all city facilities and parks to encourage recycling and cleanliness in Richwood.	
<b>Project Name:</b>	<b>Recycling Bins and Signs</b>
Construction Start:	
Project Completion:	
Current Phase:	Concept Phase
Project Contract Information	
Project Manager:	
Phone Number:	
Email Address:	
Grant Administrator:	N/A
Engineer:	N/A
General Contractor:	AEP

Approved Project Funding	
Funding Source	Fiscal Year
Grant Funds	N/A
Transfer from General Fund	
Project Budget & Expenditures	
Project Budget:	
Expended to Date:	N/A
Operational Impact	
By encouraging and educating the community on recycling, we hope to encourage volunteerism and community spirit in Keeping Richwood Beautiful.	
Current Activity	
This project is in concept and research phase. KRB is researching what options are feasible for the City of Richwood	

\*Photos are provided for concept idea only



**Beautification Fund – *Recycling Events***  
*Community Development (Council Strategic Focus)*

*GOAL: Encourage Recycling*

<b>Project Scope</b>	
This project will consist of planning and facilitating recycling and earth day events to provide opportunity to educate the community on what to and what not to recycle.	
<b>Project Name:</b>	<b>Recycling Events</b>
Construction Start:	
Project Completion:	
Current Phase:	Concept Phase
<b>Project Contract Information</b>	
Project Manager:	
Phone Number:	
Email Address:	
Grant Administrator:	N/A
Engineer:	N/A
General Contractor:	AEP

<b>Approved Project Funding</b>	
<b>Funding Source</b>	<b>Fiscal Year</b>
Grant Funds	N/A
Transfer from General Fund	
<b>Project Budget &amp; Expenditures</b>	
Project Budget:	
Expended to Date:	N/A
<b>Operational Impact</b>	
By encouraging and educating the community on recycling, we hope to encourage volunteerism and community spirit in Keeping Richwood Beautiful.	
<b>Current Activity</b>	
This project is in concept and research phase. KRB is researching what options are feasible for the City of Richwood	

# Beautification Fund – *Improvements to PK Forrest Community Building*

Community Development (Council Strategic Focus)

GOAL: Update Community Center

Project Scope	
This project will consist of updating the PK Forrest Community Building, to include possible painting, landscaping, fixtures, kitchen renovation, and new floors.	
<b>Project Name:</b>	<b>PK Forrest Community Building</b>
Construction Start:	
Project Completion:	
Current Phase:	Planning Phase
Project Contract Information	
Project Manager:	
Phone Number:	
Email Address:	
Grant Administrator:	N/A
Engineer:	N/A
General Contractor:	AEP

Approved Project Funding	
Funding Source	Fiscal Year 2018-2019
Grant Funds	N/A
Transfer from General Fund	
Project Budget & Expenditures	
Project Budget:	\$5,000
Expended to Date:	\$0
Operational Impact	
By updating the community building, the City will be providing better quality amenities and promoting increased interest in utilization of the building by the community.	
Current Activity	
The Public Works Director was able to utilize the FY 18-19 parks and recreation general fund budget to begin the process of updating the community buildings. Plans are in place to repaint the interior, redo the flooring, kitchen renovation and bathroom renovation at a cost less than \$5,000.	

