



KEEP KENNEDALE BEAUTIFUL COMMISSION
AGENDA
REGULAR MEETING
January 13, 2015
CITY HALL CONFERENCE ROOM, 405 MUNICIPAL DRIVE
REGULAR SESSION - 6:00 PM

I. CALL TO ORDER

II. ROLL CALL

III. MINUTES APPROVAL

- A. Consider approval of minutes for November 11, 2014 regular meeting

IV. VISITOR/CITIZENS FORUM

At this time, any person with business before the Keep Kennedale Beautiful Commission may speak to the Commission. All comments must be directed towards the Chair, rather than individual commissioners or staff. All speakers must limit their comments to subject matter relating to the commission. No formal action can be taken on these items.

V. REGULAR ITEMS

- A. Discuss and consider making a recommendation for curbside recycling
- B. Discuss and approve action necessary to allocate budget to activities and events
- C. Discuss the strategic plan as presented Spring 2014

VI. REPORTS/ANNOUNCEMENTS

VII. ADJOURNMENT

In compliance with the Americans with Disabilities Act, the City of Kennedale will provide for reasonable accommodations for persons attending City Council meetings. This building is wheelchair accessible, and parking spaces for disabled citizens are available. Requests for sign interpreter services must be made forty-eight (48) hours prior to the meetings. Please contact Amethyst Cirimo, City Secretary, at 817.985.2104 or (TDD) 1.800.735.2989

CERTIFICATION

I certify that a copy of the January 13, 2015, Keep Kennedale Beautiful Commission agenda was posted on the City Hall bulletin board next to the main entrance of the City Hall building, 405 Municipal Drive, of the City of Kennedale, Texas, in a place convenient

and readily accessible to the general public at all times and said agenda was posted at least 72 hours preceding the schedule time of said meeting, in accordance with Chapter 551 of the Texas Government Code.

A handwritten signature in cursive script, reading "Kelly Cooper". The signature is written in black ink and is positioned above a horizontal line.

Kelly Cooper, KKB Staff Liaison

Date: January 13, 2015

Agenda Item No: MINUTES APPROVAL - A.

I. Subject:

Consider approval of minutes for November 11, 2014 regular meeting

II. Originated by:

Kelly Cooper, Director of Human Resources

III. Summary:

The minutes are attached for your approval as prepared by Board Secretary Vicki Chandler.

IV. Recommendation:

Approve

V. Attachments:

1.	KKB November 2014 Minutes	November 2014 Minutes.docx
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Keep Kennedale Beautiful

Regular Meeting

November 11, 2014

- I. Call to Order: 6:03 p.m.
- II. Members Present:
 1. Michael Chandler
 2. Laurie Sanders
 3. Darlene Winters
 4. Pam Breault
 5. Fred Winters
 6. Vickie Chandler
 7. HR Director Kelly Cooper
- III. Minutes Approval- Fred motions to approve minutes from October 14th meeting, Pam seconds. Approved.
- IV. Visitor Forum- None
- V. Regular Items –
 - A. Bring it Event – Discussed the success of the event and maybe some changes on traffic flow for next time. 36 cars, 988 lbs. of paper shredded and 55 Electronics consisting of PC's, Monitors, Laptops and TV's. Crud Cruiser totals not in yet.. Arbor Day Event at the Junior High was a big success, signs to be placed by Trees planted are ordered and will be placed when they arrive. Discussed sending out post cards City wide to get the word out for future events.
 - B. Discuss Strategic Plan – As a Board we have accomplished a lot of our goals in the plan, still need to work on more School involvement and Michael will talk to Home Depot about residents dropping off Christmas trees and Kelly will have post cards made up about this process to be handed out at the City's Tree Lighting on December 2. Laurie had some ideas on way to track likes and shares on our Facebook page for a contest
- VI. Reports/Announcements –
 - A. City Tree Lighting December 2, Volunteers to hand out post cards
 - B. No December Meeting because of the Holiday Season.
- VII. Meeting Adjourned – 6:57 p.m.

Date: January 13, 2015

Agenda Item No: REGULAR ITEMS - A.

I. Subject:

Discuss and consider making a recommendation for curbside recycling

II. Originated by:

III. Summary:

The Steeplechase curbside recycling pilot program has ended. Staff has prepared a report to be presented to the Keep Kennedale Beautiful Commission and City Council January 19, 2015.

The Board should review the findings and consider making recommendations to be presented to City Council.

IV. Recommendation:

V. Attachments:

Date: January 13, 2015

Agenda Item No: REGULAR ITEMS - B.

I. Subject:

Discuss and approve action necessary to allocate budget to activities and events

II. Originated by:

Kelly Cooper, Director of Human Resources

III. Summary:

The budget is attached for your review. This item give the board an opportunity to discuss how to allocate funds for each of the activities and events for this next year.

Currently, we have the October 24, 2015 set for the Bring It event, No other events have been scheduled at this time. At one point the board discussed working with the tree board to establish some type of voucher program. If this is an option, funds should also be set aside to cover the vouchers.

IV. Recommendation:

Approve

V. Attachments:

1.	KKB Budget 2015	KKB BUDGET 2015.pdf
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Keep Kennedale Beautiful

Expenditures 2014 -2015

Operating Income

Progressive Waste Solutions	\$2,000.00
Better World Books	\$55.40
City	\$8,625.00

Total \$10,680.40

Item	Budgeted Expenses	Expense Description	Cost Detail	KKB Expenditure	Comments
Annual KTB Affiliate Fee	\$ 100.00				
KTb Training	\$ 500.00				
Governor's Award Application Fee	\$ 25.00				
Newsletter/Letterhead/ Stationary	\$ -				
Postage	\$ 50.00				
Creative Services					
Promotional Materials (Give-aways & T-Shirts)	\$ 525.00				
Printing	\$ -				
Travel/ Training	\$ 500.00				
Community Projects & Supplies:					
Safety Equipment (Traffic Vests)	\$ -				
Texas Independence Day Parade	\$ 50.00				
Bird/Butterfly Garden Supplies	\$ 1,000.00				Bushes
Arbor Day Celebration	\$ 1,125.00	Blackland	\$300.00	\$300.00	
		Plaque	\$400.00	\$90.24	
		Food/Drinks	\$250.00	\$200.00	
		Trees	\$0.00		donated
		Seed bombs	\$0.00		\$125.00 - 13-14 budget
		Flyer			
		Signs for Trees	\$0.00		

Item	Budgeted Expenses	Expense Description	Cost Detail	KKB Expenditure	Comments
Bring It Event (Crud Cruiser & Action Shred)	\$ 4,650.00	Crude Cruiser	\$1,739.00		
		Electronic Waste	\$0.00	\$0.00	
		Banners	\$150.00	\$160.00	
		Action Shred	\$350.00	\$350.00	
Adopt a Street/Spot/Park	\$ 500.00				
Don't Mess with Texas Spring Cleanup	\$ 500.00				
Garden Work day	\$ 500.00				
Pilot Recycling Program					
Educational Event with Library	\$ 500.00				
Yard of the Month	\$ 100.00				
Total	\$ 10,625.00			\$1,100.24	
Total Remaining after Expenses	\$ 9,524.76				

Date: January 13, 2015

Agenda Item No: REGULAR ITEMS - C.

I. Subject:

Discuss the strategic plan as presented Spring 2014

II. Originated by:

Kelly Cooper, Director of Human Resources

III. Summary:

We received the Strategic Plan in April 2014 and with our schedule of events we have not had time to review and discuss. Now that our last event for the season is completed, staff thought it might be beneficial to review the document and discuss plans for next year.

The plan is attached for your review and discussion.

IV. Recommendation:

Approve

V. Attachments:

1.	KKB 2014 Strategic Plan	KKB Strategic Plan.2014.docx
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2014 STRATEGIC PLAN

Keep Kennedale Beautiful

City of Kennedale



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ACKNOWLEDGEMENTS

Keep Kennedale Beautiful Board

Michael Chandler, Chair

Fred Winters, Vice Chair

Rachel Rogers, Secretary

Pamela Breault

Vickie Chandler

Laurie Sanders

Wilda Turner

City of Kennedale's City Council

John Clark, Mayor

Liz Carrington

Frank Fernandez

Brian Johnson

Charles Overstreet

Kelly Turner

City of Kennedale's City Manager

Bob Hart

City of Kennedale Staff Liason

Kelly Cooper

University of Texas at Arlington School of Urban and Public Affairs Capstone Class

Cristina Esparza

Sofia Ipaye

Cody Maberry

Bob Watson

Ge Wei

EXECUTIVE SUMMARY

The City of Kennedale has worked diligently over the past three years to implement and enhance Keep Kennedale Beautiful (KKB) 2009 strategic plan goals and objectives. As part of the Keep Texas Beautiful initiative, this program was designed to bring together residents and businesses within the City of Kennedale to take an active role in improving the appearance and atmosphere of the city for the enjoyment of all. Since its implementation in 2009 KKB has sponsored numerous activities and collaborated with multiple organizations to put on events such as: The Arbor Day Celebration, the Bird and Butterfly Demonstration Garden and the Bring It Event for recycling and household hazardous waste. They have also provided immense support in other city events like the Independence Day Parade and Art in the Park. In order to continue to broaden Keep Kennedale Beautiful programming and encourage continued community involvement the KKB Board enlisted the support of the School of Urban and Public Affairs at the University of Texas at Arlington, under the leadership of Kennedale City Manager Bob Hart, to revise and create a new strategic plan.

This document outlines a new three - five year strategic plan for Keep Kennedale Beautiful. It is comprised of an introduction to our strategic planning method beginning with the method of data collection via surveys of the board and key stakeholders. It then provides an analysis of the strengths, weaknesses, opportunities, and threats (SWOT) of Keep Kennedale Beautiful. During the planning meeting the board opted to continue to utilize the current mission statement. Furthermore, it addresses the top 10 priorities, as defined by the board during the planning meeting that was held to narrow the focus of the new plan.

The Strategic Issues Identified:

- | | |
|---|--|
| ❖ Curbside Recycling | ❖ Junior Keep Kennedale Beautiful |
| ❖ Financial Support and Grants | ❖ Volunteer Action |
| ❖ Adopt-a-Spot for Residents and Business | ❖ Christmas Tree Recycling/ Living Earth |
| ❖ Vacant Board Positions | ❖ Community Involvement |
| ❖ Strengthen Current Partnerships | ❖ Social Media Campaign |

Mission:

Keep Kennedale Beautiful engages our residents and businesses to take greater responsibility for improving our community's appearance and environment.

The board is well equipped with enthusiastic and knowledgeable members who can further the impact of Keep Kennedale Beautiful by partnering with the citizens and business of Kennedale.

KEEP KENNEDALE BEAUTIFUL INTRODUCTION

The Keep Kennedale Beautiful (KKB) Strategic Plan is an action-oriented blue print that is designed to help KKB achieve its vision. This plan is a culmination of the combined efforts of the KKB board members and a University of Texas- Arlington (UTA) Capstone team, who worked over a period of five months to develop the plan. This strategic plan defines who we are, where we want to go, and how we plan to get there. The hope of the KKB board members is that this strategic plan will successfully guide the organization for the next three to five years.

The KKB board members, with the support of the UTA capstone team, decided to maintain its original mission statement. The board is now working on a better understanding of the internal environment (the Strengths and Weakness), as well as the external environment (the Opportunities and Threats) of KKB. After a thorough SWOT analysis, the board and capstone team identified ten new issues for KKB to work on for the next three to five years. Those ten issues are: curbside recycling pilot program throughout Kennedale, financial support grants, adopt-a-spot for residents and businesses, fill vacant board positions, strengthen City partnerships with key stakeholders, establish a junior KKB program, increase volunteer action, Christmas tree recycling/Living Earth, address the lack of community involvement, and create a public awareness.

By implementing this strategic plan, the KKB board hopes to continue the ongoing efforts to keep Kennedale a beautiful place that anyone would be proud to call home. For more information, please visit our website: <http://www.cityofkennedale.com/index.aspx?NID=135>, or “Like” us on Facebook: Keep Kennedale Beautiful.

STRATEGIC PLANNING PROCESS

In January 2014, City Manager Bob Hart, who is also an adjunct professor at the University of Texas at Arlington for the School of Urban and Public Affairs (SUPA), assigned members of the Master in Public Administration (MPA) Capstone Program to update the Keep Kennedale Beautiful (KKB) Strategic Plan. At the end of January 2014, the members of the MPA Capstone Program met with Bob Hart and Kelly Cooper, Director of Human Resources for the City of Kennedale and KKB staff liaison, to discuss the need for an updated KKB Strategic Plan. As a result from this meeting, the MPA Capstone students discovered KKB had met the goals provided in their previous Strategic Plan and needed new, attainable goals for the years to come.

In order to construct new goals for the 2014 Strategic Plan, the students would need to develop these goals in alignment with the KKB Board's vision and desires. As a result, after the initial meeting, it was decided the students would conduct telephone interviews with all KKB Board Members. Afterwards, the students would compile the data from these telephone interviews to construct an electronic survey which would later be administered to several City of Kennedale constituents. Using the information from the telephone interviews, the students would condense the data into a SWOT Analysis to present to the KKB Board at a Planning Retreat. At the Planning Retreat, KKB Board members would be presented with the SWOT Analysis and the results of the electronic survey. At the Planning Retreat, KKB Board members would inform the students as to what goals and areas of concern would be included in the 2014 Strategic Plan. From this process, the students would then be able to construct the 2014 Strategic Plan and an electronic presentation for the KKB Board Members, Bob Hart, Kelly Cooper, and any and all other interested parties.

In February 2014, the MPA Capstone Students interviewed all KKB Board Members. In the interview, we asked for the KKB Board to identify its strengths, challenges, opportunities, and threats. There was a wide variety of answers; however, the overall trend observed in the data indicated the KKB Board was most interested in community involvement, grant/funding opportunities, public awareness, and school partnerships. From this data, the MPA Capstone Students developed an electronic survey comprised of 27 questions which aimed to measure the City of Kennedale's awareness of KKB, its willingness to assist KKB in its endeavors, and demographic information. The electronic survey was administered in March 2014.

On April 1, 2014 the Planning Retreat was held at Kennedale's Chamber of Commerce with KKB Board Members, Bob Hart, Kelly Cooper, and the MPA Capstone

Students. The KKB Board Members were presented the results from the telephone surveys, electronic survey, and the SWOT Analysis. The KKB Board members were asked to review the strengths, weaknesses, opportunities, and threats the MPA Capstone Students identified through the telephone surveys. The KKB Board Members made several additions and revisions to the strengths, weaknesses, opportunities, and threats the MPA Capstone Students had previously identified. From the Planning Retreat, we ultimately derived ten strategic issues that will be discussed in subsequent pages of this report. The ten strategic issues provided the goals and objectives for the 2014 Strategic Plan.

KKB MISSION STATEMENT AND GUIDING PRINCIPLES

Mission Statement

Keep Kennedale Beautiful engages our residents and businesses to take greater responsibility for improving our community's appearance and environment.

Guiding Principles

In order to accomplish our mission, we are dedicated to our guiding principles:

Beautification

Environmental Sustainability

Waste Reduction

Education

Individual Responsibility

Public/ Private Partnerships

Volunteer Action

THE STRENGTHS, WEAKNESSES, OPPORTUNITIES AND TRHEATS (SWOT)

The purpose of a SWOT analysis is, according to Bryson (2011), to “create ideas for strategic intervention that would shape and guide organizational decisions and actions designed to create public value”. The strengths and weaknesses are based on the organization’s internal environment, referring to the present capacity of the organization. On the other hand, the opportunities and threats are based on the external environment referring to future potential benefit or detriment of the organization (Bryson, 2011).

Using KKB board members’ answers from our phone interview, we conducted a SWOT chart and SWOT chart analysis. In order to better illustrate the external and internal environment of KKB, we created a SWOT chart. The SWOT analysis we created based on the SWOT chart helped to thoroughly and extensively describe the internal and external environments KKB is now facing. In addition, we used this chart and analysis at the KKB strategic planning retreat to prioritize the organization’s environment. After reviewing each item on the SWOT lists, the KKB board members had free time to discuss and brainstorm. Board members eliminated some items from the SWOT list due to redundancy, and added new items as well. Lastly, KKB board members prioritized the revised SWOT lists, producing the top ten strategic issues. Based on these issues, we created goals and objectives for the next three to five years. The revised SWOT lists are in Appendix A.

SWOT CHART

Strengths: • Good team work • Ms. Kelly's leadership • Financial support from the city • Good support from City Manager and staff (Time, effort and encouragement) • KKB board members readily participate in all city function (even non-KKB events) • Good collaboration among KKB board members • Flexible schedule that can accommodate all board members • Friendly working atmosphere among board members • KKB has the most active board in Kennedale • KKB board is serious about KKB, and want it to be successful and improve • KKB board is very familiar with the citizens of Kennedale	Weaknesses: • Lack of identifying and applying for grant funding • Lack of training behind the scenes in grant funding process • Public awareness/marketing issues • Need to increase Kennedale Independent School District interest and involvement
Opportunities: • Better recycling system throughout Kennedale-home pickup (curbside Recycle program) • Christmas tree recycling to mulch (Living Earth) • Business partnership ("Adopt-a-Spot" with signs for medians) • Cooperate with other cities and groups to do events • Walkable City- More sidewalks • More spaces designated to plant trees and grass (KKB business partnership opportunity) • Raising Public awareness via marketing • Educate community through recycling and tree planting program • More involvement with boy and girl scouts completing projects • Divide up landfill according to waste material • More involvement with senior citizens (there is a large population of senior citizens in Kennedale) • More involvement with younger KISD students (primary and secondary schools) • More involvement with chamber of commerce	Threats: • Lack of Community involvement • Lack of resident's participation • Residents are not fully informed about KKB • Hard to build a sense of KKB within the Community • Difficult to engage activities that join Community together • Need to fill vacant board positions • Hard to meet the goal of clean up on main strip of highway and Village Creek • Lack of government funding

SWOT CHART ANALYSIS

Strengths:

The overall strengths identified in telephone surveys were good teamwork, flexibility amongst board members, and most active board in Kennedale. The most mentioned strengths during our interviews with KKB board members were very good team work and city support. The areas considered as strengths by all KKB board members are: good team work, good city support, good support from City Manager and staff, and good collaboration among board members.

Weakness:

Four areas of weakness were identified during the phone interviews with KKB board members. The weaknesses were: lack of identifying and applying for grants; lack of training behind the scenes in grant funding process; public awareness or marketing issues and the need for Increasing Kennedale Independent School District interest and involvement.

Opportunities:

During our phone interviews, the most frequently mentioned opportunity for KKB was recycling. Considering recycling, many KKB board members mentioned initiating a curbside recycling program throughout Kennedale. Secondly, they mentioned recycling Christmas trees into mulch. The result of the stakeholder survey (See appendix E) shows that 89% of respondents support curbside pickup recycling service. Survey results also show that 46% are agreeable to a curbside pickup recycling service. In addition, 56% of respondents agree to pay more for the recycling service. Another big opportunity mentioned by most of the KKB board members during the phone interview are areas related with the beautification of Kennedale, such as more trees to be planted and more sidewalks to be built. The stakeholder survey demonstrated that 71% of respondents chose “beautification” as one of the three goals

for Keep Kennedale Beautiful to focus on. The telephone surveys also identified the opportunity to educate Kennedale citizens about KKB.

Threats:

A threat that was prevalently mentioned during phone interviews was the lack of grant funding. Although the City has been a major financial benefactor, the threat of federal grant funding was identified. In order for KKB to continue their mission, it is recommended they obtain grant funding.

Another threat mentioned by many KKB board members was the need to fill vacant board positions. An additional threat facing KKB concerns marketing. This threat can be further defined by a lack of community involvement, lack of resident participation, and the community's lack of information regarding KKB. The results of the stake holder survey (see appendix E) shows that 38% of respondents said that it was their first time to hear about KKB; while 27% of respondents were familiar with KKB events, but had never attended an event. We have concluded that a lack of marketing initiatives has made it difficult to build a sense of KKB within the community as well as engage residents in community functions. However, the stake holder survey shows that 57% respondents are willing to partner with Keep Kennedale Beautiful. The results from the stakeholder survey show that there may be potential for increased community involvement.

Conclusion:

Based on the SWOT chart analysis and the strategic planning retreat, suggestions on marketing strategies and grant initiatives were identified. These suggestions serve to overcome the weaknesses and to achieve the opportunities of KKB, while considering how to take advantage of KKB's strengths and conquer the threats that KKB is now facing. This strategic plan will enrich and strengthen KKB for the next three to five years.

KKB STRATEGIC ISSUES

Ten strategic issues were identified after the Planning Retreat conducted in April 2014 with KKB Board Members, Bob Hart, and MPA Capstone Program students. In the SWOT Analysis conducted during the Planning Retreat, KKB Board Members defined each strategic issue.

Curbside Recycling Pilot Program

The issue of recycling was one that was discussed at the various steps of the data gathering period of this project. It appears there is a need for curbsides recycling in Kennedale; however, this project has not been undertaken due to community resistance to increased rates. KKB has encouraged the city to consider implementation of a program, but has not been successful in soliciting support. There are drop off recycling areas, abused when not closely monitored. A curbside recycling program is needed in the City of Kennedale.

Financial Support and Grants

It is imperative to have proper funding for any organization to be successful and survive. This strategic issue is one that incorporates all other strategic issues and thus, is paramount to the success of KKB. This strategic issue involves training to obtain grants, exploring alternative resources, team learning, and identifying grant opportunities.

Adopt-A-Spot for Residents and Businesses

During the planning session, KKB members indicated Adopt-A-Spot is a program currently underway in Kennedale; however, indicated Kennedale citizens are not truly familiar with the program and do not know how to become involved. This strategic issue involves promotion of the program, citizen/business awareness, finalization of the signage, and accessibility of funding for the program.

Board Membership

In order to accomplish the goals outlined in this Strategic Plan, the Keep Kennedale Board needs to be fully staffed. The strategic issue is vacant positions create an inability to accomplish goals. There is a need to change a city ordinance to include three positions for Kennedale Independent School District (Arlington) residents.

City Partnerships

This strategic issue encompasses strengthening KKB's relationship with Kennedale Independent School District (KISD), Boys and Girls Scouts, retired Kennedale citizens, faith based groups, and the Chamber of Commerce. This will entail exercising different public awareness and marketing approaches to encourage involvement from these groups.

Junior Keep Kennedale Beautiful

In order to continue to foster and cultivate the relationship KKB has with KISD, the idea of a JR KKB was born during the Planning Retreat. The strategic issue is defined by the lack of involvement from primary and intermediate school aged students, their teachers, and their parents to help accomplish KKB goals. This program will entail establishing points of contact in primary, intermediate, and secondary schools. Furthermore, it strives to encourage involvement from adult faculty and parent members.

Volunteer Action

KKB relies on community involvement and community volunteerism. This strategic issue encompasses building awareness through various marketing approaches, fostering relationships with existing Kennedale civic organizations, and incentivizing service hours.

Christmas Tree Recycling/Living Earth

Christmas Tree Recycling/Living Earth involves providing a mechanism for the community to recycle their unwanted trees and converting them into mulch. This strategic issue relies on grant opportunities and partnerships with existing groups.

Community Involvement

Community involvement relies on the synergy of partnering with existing community groups to increase KKB's community involvement.

Public Awareness

Public awareness is imperative for the success of KKB. The strategic issue is defined as lack of public awareness regarding KKB. In order to increase public awareness, KKB can utilize various mechanisms to increase public awareness. A social media campaign can alleviate issues outlined by community involvement, volunteer action, and city partnerships. This involves a Facebook campaign, marketing large KKB events, and incentivizing the internet community to share KKB information online.

KKB GOALS AND OBJECTIVES

I. Goal 1: Curbside recycling Pilot Program

Objectives:

- Educate Kennedale citizens regarding the simplicity and benefits of recycling employing market strategies and social media outlets
- Target Home Owner Associations
- Create a pilot program involving a specific neighborhood for curbside recycling
- Employ a future University of Texas at Arlington Capstone group to assist with the creation, implementation, and analysis of curbside recycling pilot program

II. Goal 2: Financial Support and Grants

Objectives:

- Identification of resources utilizing Keep America Beautiful and Don't Mess with Texas websites
- Identification of available grant opportunities
- Collaboration as a team to research and identify available grant opportunities
- Attend trainings as a team regarding grant opportunities
 - ❖ Attend North Central Texas Council of Governments Grant Writing Seminar
 - ❖ Attend Texas Parks & Wildlife Commission Community Outreach Grant Writing Workshops

III. Goal 3: Adopt-A-Spot for Residents and Businesses

Objectives:

- Promotion of the program via various market strategies and social media outlets
- Obtain funding from grants or sponsorships from businesses or residents
- Finalize the signage (type of signs, locations of signs, and cost of signs)

IV. Goal 4: Board Membership

Objectives:

- Amend eligibility requirements on City Ordinance Sec. 16-96 to include 3 board positions for Arlington residents who live within the confines of KISD
- Maintain six board positions exclusively for Kennedale residents
- Actively recruit KISD residents for vacant positions

V. Goal 5: City Partnerships

Objectives:

- Increase awareness of KKB to KISD, Boy/Girl Scouts, Retired Citizens, faith based organizations, and Chamber of Commerce
- Extend invitations to various groups to participate in meetings, events, or service projects
- Presentations to Home Owners Associations, Chamber of Commerce, Rotary Club, faith based organizations, Parent Teacher Associations, & presentation to Senior Center

VI. Goal 6: Junior Keep Kennedale Board

Objectives:

- Create Junior Keep Kennedale Board comprised of primary, intermediate, and secondary school aged students from KISD
- Invite faculty members and parents from various campuses to be adult sponsors of the JR KKB
- To educate children about the importance of KKB objectives and projects
- To increase parent and community involvement

VII. Goal 7: Volunteer Action

Objectives:

- Build awareness
- Educate the public
- Utilize Social Media such as Facebook to encourage volunteerism
- Utilize partnership with other civic groups to encourage and promote volunteerism

- Incentivize service hours through raffles, scavenger hunts, and various competitions

VIII. Goal 8: Christmas Tree Recycling/Living Earth

Objectives:

- Identify and apply for grant to mulch
- Create partnership with Progressive Services for possible mulching
- Provide ability for the community to mulch and help themselves

IX. Goal 9: Community Involvement

Objectives:

- Increase visibility on Social Media Outlets and City of Kennedale Website
- Increase visibility at other City sponsored events
- Appoint a KKB task group to assess and improve community involvement
- Sponsorship by local businesses/residents

X. Goal 10: Public Awareness

Objectives:

- Initiate “Like us on Facebook” Campaign
- Initiate “Click it, Like it, Share It” Campaign on all social media outlets
- Reward “likes” on social media outlets with raffles; limiting winners to Kennedale residents
- Market Art in the Park

CONCLUSION

This strategic plan will enable the Keep Kennedale Beautiful (KKB) Board to concentrate their efforts on obtainable goals and objectives. This strategic plan has identified ten issues for KKB to concentrate on for the next three to five years:

1. Curbside recycling pilot program
2. Financial support and grants
3. Adopt-a-spot
4. Fill vacant board positions
5. City Partnerships
6. Junior KKB
7. Volunteer Action
8. Christmas Tree recycling to mulch
9. Community Involvement
10. Public Awareness

KKB's adherence to this plan may result in the desired outcomes of these goals and objectives. The City of Kennedale as a whole will reap the benefits of any and all of these issues

REFERENCE PAGE

Bring Back the Monarchs to Texas Grant Program

<http://www.ktb.org/display.aspx?catid=83&pageid=1919>

Bryson, T.M. (2011). *Strategic planning for public and nonprofit organizations*. San Francisco, CA: Jossey-Bass.

Lady Bird Johnson Wildflower Center <http://www.wildflower.org/wildflowers/>

The Coca-Cola Foundation Keep America Beautiful Bin Grant Program

<http://bingrant.org/public-space-grant-overview/>

<https://tpwd-recgrants.fluidreview.com/>

<http://www.grantwritingusa.com/grants-training/grant-writing-workshops/arlington-texas-july-2014.html>

APPENDIX A REVISED SWOT LIST FROM THE RETREAT

Note: The items in red represent the items that were eliminated at the strategic meeting.

Note: The items in green represent the items that were added at the strategic meeting.

STRENGTHS

- Good team work
- Ms. Kelly's Leadership
- Support from the City Manager and Staff (Time, effort and encouragement)
- KKB Board Members readily participate in all city functions (even non KKB events)
- Good collaboration among KKB Board Members
- Flexible schedule that can accommodate all Board Members
- Friendly working atmosphere among Board Members
- KKB has the most active board in Kennedale
- KKB board is serious about KKB and wants it to be successful and to improve
- KKB board is very familiar with the citizens of Kennedale
- Financial support- Grants
- Support from City Manager/ Council and Staff
- Flexible schedule for meetings and events that can accommodate all board members
- KKB has the most active board in Kennedale
 - Events outside of meeting, willingness to work, Facebook page
- KKB board is serious about KKB and wants it to be successful and improve. They wish they could do more to help KKB.

WEAKNESSES

- Lack of identifying and applying for grant funding (lack of experience)
- Lack of training behind the scenes in grant funding process
- Public awareness/ marketing issues
- Need to increase KISD interest and involvement
- Access to resources to apply for grants
- More volunteer action
- Inform citizens about what KKB is/does
- Lack of means of communication to the residents from KKB
- Strengthen the partnership between KISD and KKB
 - Boy/Girl scouts, Retired Citizens, Charity groups
- Target church groups for volunteerism

OPPORTUNITIES

- Better recycling system throughout Kennedale- home pickup (Pilot curbside recycling program)
- Christmas tree recycling to mulch (Living Earth)
- Business partnership ('Adopt- a- Spot' with signs for medians)
- Cooperate with other cities and groups to do events
- Walkable city- more sidewalks
- More space designated to plant trees and grass (KKB business partnership opportunity)
- Raising public awareness via marketing
- Educate community through recycling and tree planting program
- Facebook campaign/ reward
- Increased recycling areas
- Curbside pick-up pilot program
- Adopt-a-Spot for restaurants and businesses
- Junior KKB
- Grant training
- KKB booth at art in the Park
- Raffle prizes

THREATS

- Lack of community involvement
- Lack of resident's participation
- Residents are not fully informed about KKB
- Hard to build a sense of KKB within the community
- Difficult to engage activities that join Community together
- Need to fill vacant Board positions
- Hard to meet the goal of clean up on main strip of highway and Village Creek
- Lack of government funding
- Difficult to get people excited about KKB

APPENDIX B: TELEPHONE SURVEY INTERVIEW QUESTIONS

1. What in your opinion is the greatest accomplishment to date for KKB, and what made it so successful?
2. List three (3) external things that are hindering KKB from reaching its full potential (**Challenges**).
 - a.
 - b.
 - c.
3. List the top three (3) projects, trends or partnerships that you would like to see KKB address in the near future (*1 million dollar question*) (**Opportunities**).
 - a.
 - b.
 - c.
4. Do you feel that the current mission statement is still accurate for KKB, or how would you like for it to be revised? (*KKB engages our residents and businesses to take greater responsibility for improving our community's appearance and environment.*)
5. Based on the original KKB Strategic Plan and preliminary discussions we have identified the following three (3) major challenges for KKB. Do you agree or disagree with them? If you disagree, what would you identify for a replacement (**Weaknesses**)?
 - a. Public awareness/marketing issues
 - b. Identifying and applying for grant funding
 - c. Increasing Kennedale Independent School District interest
6. Where are there opportunities for leadership within KKB?
7. What are KKB's top three (3) strengths (**Strengths**)?
 - a.
 - b.
 - c.

8. These are the original goals for KKB. Which three would you like to focus on?
- a. Beautification
 - b. Environmental Sustainability
 - c. Waste Reduction
 - d. Education
 - e. Individual Responsibility
 - f. Public/Private Partnerships
 - g. Volunteer Action
9. Is there anything that I did not touch on about KKB that you would like to discuss?

-

APPENDIX C: TOP 10 STRATEGIC ISSUES

CURBSIDE RECYCLING PILOT PROGRAM

During the course of this Capstone Project, it was determined that a curbside recycling pilot program should be created in the City of Kennedale to determine whether this service could be implemented city-wide. By partnering with Progressive Waste Solutions and targeting specific Home Owners Associations, KKB could educate citizens about the simplicity and benefits of curbside recycling. This might be a good project for a future UTA Capstone Group to implement.

GRANT FUNDING

Local and State Grant Funding Initiative

The Keep Kennedale Beautiful Board has expressed interest in applying for state and federal grants that will help beautify the City of Kennedale. A successful grant in the past for the City of Kennedale was with the Texas Department of Transportation for a Green Ribbon Landscape Grant.

The most difficult aspect of obtaining grant funding is identifying which grants to apply for and actually completing the application process. Some grant applications are as small as a postcard, while others require many pages of detailed explanations on what is to be done with the funding. Most grants are offered on a yearly basis, and deadlines must be met to be considered for acceptance. In some instances, once a grant is received from an entity that entity will choose to not fund another grant with the same organization for a number of years to allow them to spread their funding to other areas.

Our group has identified two separate entities that offer training in identifying and completing grant applications. One is with the North Central Texas Council of Governments, or NCTCOG. Grant writing classes are offered throughout the year in Arlington for approximately \$425.00 per attendee. Attendees will learn how to find and write grants that are applicable to their goals and objectives. The second entity is the Texas Parks and Wildlife Department, or TPWD. They also offer CO-OP grant writing workshops in April and May of each year, free of charge. TPWD CO-OP grants range from \$5,000 to \$40,000 and do not require matching funds. Grant funding can be used for wildlife viewing projects, environmental and outdoor education projects and outdoor service projects.

Below are possible grant opportunities that KKB may pursue in the next three to five years that do not require any matching funds from the City of Kennedale and that could be completed rather quickly.

Bring Back the Monarchs to Texas Grant Program:

The purpose of this program is to educate members and the public about Monarch conservation, to produce and distribute milkweeds that support reproduction by Monarch butterflies, and to restore Monarch habitats throughout the Texas migration flyway.

- Grants range in value from \$50 to \$400.
- Application deadline is March 15th of each year
- Grants are awarded by March 29th of each year
- Funds must be spent by June 30th of the grant year

Purpose:

To establish a program by which Native Plant Society of Texas (NPSOT) chapters, Texas Master Naturalists (TMN), nature centers, schools, educational groups and others can receive small grants from the NPSOT State office to spend developing Monarch Waystations or Monarch demonstration gardens on public sites in their immediate areas. The purpose of the program is to educate members and the public about Monarch conservation, to produce and distribute milkweeds that support reproduction by Monarch butterflies, and to restore Monarch habitats throughout the Texas migration flyway.

Amount and Source of Funds:

Grant sources are co-funded by [Native Plant Society of Texas](#) and [Monarch Watch](#) . The total amount of monies to be budgeted for this program varies. Normally it is an amount that will provide for grants ranging from \$50 to \$400. Chapters and others are not required to spend their own funds to match the amount of the grant.

Approved Types of Expenditures:

Shall consist of native milkweeds, native nectar plants, mulch, compost, and soil. Applications will be accepted for improvement and maintenance of previously installed Monarch Waystations or Monarch Demonstration Gardens. Plants can be replaced or milkweeds can be added.

Grant Administration Committee:

Shall consist of the following members: Bring Back the Monarchs to Texas Committee and the NPSOT VP of Environmental Liaison. The committee's duties are to evaluate and rank grant applications and to award grants. Evaluation will be based on each plan's completeness and feasibility and benefit to NPSOT and Monarch Watch goals.

Procedures:

Application to the Grant Committee must be made by March 15 of the year the grant is needed.

- Grants will be awarded by March 29, after the annual budget is approved. Grants may be available again in fall.
- Funds are to be spent by June 30 of the grant year.
- Project evaluation report will be filed with the Grant Administration Committee by July 30.

Evaluation:

The Bring Back the Monarchs to Texas Committee chairman will monitor the progress of the project once a month. Either she or her representative (in case travel distance is excessive) will visit the site near project fund expenditure date of June 30. By July 30, the grantee will submit a short written report to the Bring Back the Monarchs to Texas Committee giving the project status or results, including lessons learned that would help others on similar projects, records of man-hours contributed by each volunteer and project accounting statement with invoices (budget reconciliation) for record keeping. This information will be used to capture results of the program and to justify 501c3 status to IRS.

Application:

- List person responsible for the administration of the project, their affiliation and their contact information.
- Organization(s) supplying volunteers, estimated number of volunteers and their estimated man-hours to be contributed.
- Describe on page one how the project will further the mission of the program.
- Describe on page two the project location and design concept. Include a sketch plan and a list of materials, native milkweeds and native plants to be used. One item group plant cost, each material cost, etc. (All projects must use only indigenous native plants.)
- On page three create an activity/task schedule and maintenance program.

Submit application to:

Bring Back the Monarchs to Texas Committee

Attn: Cathy Downs

Attn: Gracie Waggener

105 Feather Hill Road

Comfort, TX 78013

-OR-

2701 Bandera Hwy.

Kerrville, TX 78028

Or Email application: mzdowns@hctc.net Or E-mail application gwaggener@flow-apps.com

Phone: 830 377-1632 Phone: 210-885-7980

Application Deadline:

March 15

Determination of a Monarch Watch Monarch Waystation:

Monarch Waystation requirements for certification may be determined by following the link below.

<http://www.monarchwatch.org/waystations>

Coca-Cola Keep America Beautiful Recycling Bin Grants:

The Coca-Cola/Keep America Beautiful Recycling Bin Grant Program supports recycling in communities and on college and university campuses by providing bins to selected grant recipients for the collection of beverage container recyclables. Grants will be provided to a

limited number of applicants who can demonstrate how their proposals will lead to sustainable recycling opportunities.

- Gives out actual recycling bins to be used at public locations in lieu of funding
- Application deadline is March 3rd of each year
- Grants are awarded by April 14th of each year

Need beverage container recycling bins for your local park, school, office or special event? The Coca-Cola/KAB Recycling Bin Grant Program supports local community recycling initiatives by providing selected grant recipients with receptacles for the collection of beverage container recyclables in public settings. Grant recipients will receive actual recycling bins instead of funding.

Who can apply?

For the Public Space bin grant program, the grant program is open to non-profit organizations, government agencies, schools and religious organizations. For profit businesses are not eligible to directly receive grants. They may however partner with otherwise eligible organizations on proposals submitted in the eligible organization's name. The bin grant application period is closed for 2014.

How does it work?

The program offers recycling bins designed for use in various settings – special events, general utility and prestige locations. The purchasing power of KAB and Coca-Cola gives us the ability to provide more recycling bins than would be possible if each grantee used monetary grants to purchase their own bins. The bins become the property of the organization. No direct funding is provided. Apply on-line and describe your program needs, request your preferred bin type, and tell us how many you would like to receive. After grant recipients are selected, KAB will contact grantees to offer guidance and confirm their bin needs and selection. Suppliers will deliver bins directly to the recipients.

What are the responsibilities of recipient organizations?

Recipients are responsible for implementing all collection and processing arrangements. They are expected to track and submit weights for the quantity of recyclables collected in two reports, one in August 2014 followed by a second, final report in July 2015. Recipients are also expected to recognize their grant award through local media communications in coordination with grant administrators.

When to apply?

The application period is Monday, January 27 through Monday, March 3, 2014, midnight, Eastern Time. Applicants will be notified by the week of April 14 whether a grant has been awarded. Arrangements will be made to ship the awarded bins directly to the recipient in early summer 2014 at no cost to the grant winner.

How are proposals evaluated?

The intent of this grant program is to assist local communities in increasing the number of beverage containers recovered for recycling. While not every request can be fulfilled, the program looks to award bins to those applicants who can demonstrate the greatest potential to impact beverage container recovery.

Concise proposals that clearly identify the need and outline a well thought out plan will be most successful. Where proposals are otherwise equal, preference will be given to institutions that have not previously received a grant through the Coca-Cola Bin Grant program. Though not a requirement, preference will also be given to new or expanded collection efforts versus replacement of existing bins. The grant specifically targets beverage container recycling and is not intended to provide bins for exclusively collecting paper or other materials. Some of the available recycling bins feature optional lids and messaging to accommodate mixed material or “single stream” recycling.

Lady Bird Johnson Wildflower Center Seed Grants:

The Lady Bird Johnson Wildflower Center in partnership with Native American Seed awards grants of seed (Seed Grants) to Texas schools (K-12) that support the Wildflower Center’s mission to increase the sustainable use and conservation of native wildflowers, plants and landscapes. Seed grants can be used to establish wildflower demonstration areas, to enhance existing wildflower sites, or in other educationally directed projects.

- Applications are considered year round
- Grant Recipients will receive a gift certificate of “Seed Money” to purchase seed from Native American Seed valued at \$100.
- Funding is to be used at elementary, middle or high schools

The Lady Bird Johnson Wildflower Center in partnership with Native American Seed awards grants of seed (Seed Grants) to Texas schools (K-12) that support the Wildflower Center’s mission to increase the sustainable use and conservation of native wildflowers, plants and landscapes. Seed grants can be used to establish wildflower demonstration areas, to enhance existing wildflower sites, or in other educationally directed projects.

Seed Grant Criteria:

1. Texas elementary, middle or high schools may apply for Seed Grants.
2. Planting area should be at least 500 square feet (1,000 square feet recommended). An average pound of wildflower/prairie grass mix easily covers 1,000 square feet.
3. Seed Grant recipients agree to submit a project report within one year of the date of the award. Students should be involved with development of the report.
4. Applicants cannot apply for another grant for the same school during the same calendar year that the original grant was awarded.

Seed Grant Recommendations:

1. The project leader should be knowledgeable and committed.

2. Applicants for Seed Grants should establish a mentoring partnership with a member of Texas Master Naturalists, the Native Plant Society of Texas or some other local environmental organization.
3. Applicants should familiarize themselves with the following How To articles from the Wildflower Center's website: Getting Started, Meadow Gardening and Recreating a Prairie.

To Apply:

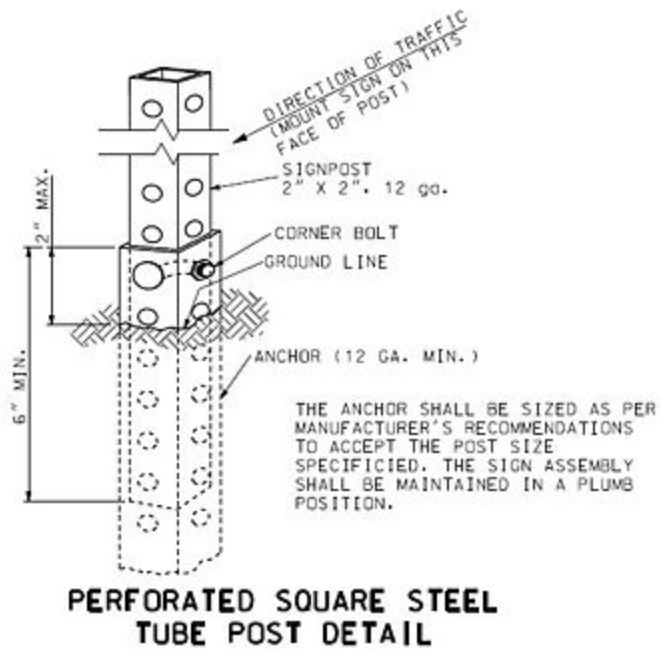
Complete the application form to submit your request for a Lady Bird Johnson Wildflower Center Seed Grant. Applications will be considered year round provided there are funds in the Seed Grant program. Seed Grant recipients will receive a gift certificate of "Seed Money" to purchase seed from Native American Seed valued at \$100. Improperly submitted applications will not be considered for Seed Grants.

ADOPT-A-SPOT

Adopt-A-Spot is a program currently being perused by Keep Kennedale Beautiful to partner with local organizations to keep their areas litter-free. Combined with education and reporting these cleanups are effective for raising citizen awareness about litter problems.

While it is typical for communities to provide a sign recognizing the organization for "adopting" the area, some communities have taken a different approach. Irving, for instance, decided to reduce "sign pollution" they would forgo the physical sign for a virtual sign system. Organizations that adopt-a-spot are recognized on the city's website by name and location.

Below are examples of a typical sign foundation and images of signage from the City of Keller and City of Allen.





VACANT BOARD POSITIONS

Turnover for a board is natural and healthy. Volunteers leave an organization because they get over committed in other areas, finish what they set out to do, or simply move away. It is natural for interests and responsibilities to change with time. Turnover is what keeps a board fresh with new ideas and changing perspectives. Healthy board turnover occurs where there is consistent low volume turnover. Therefore, it is equally important for current board leadership to cultivate new members.

Two opportunities to cultivate new members are discussed in this report. The first opportunity stems from the survey. Several possible candidates were identified in the survey conducted for this report. Question 27 of the survey asked respondents, "If you would like to continue hearing from Keep Kennedale beautiful, please provide your name and contact information." A list of eligible members is provided below. KKB's leadership may schedule to have lunch with each candidate. At this meeting leadership would seek to see if the candidate is a good fit for the organization and persuade the candidate to get more involved in the organization.

John Clark

100 Meadowlake Ct.
Kennedale, 76060
bjcsclark@gmail.com
817-483-7075

Jet Teague

Kennedale ISD
 PO Box 1208
 Kennedale, 76060
 teaguej@kisdtx.net
 817-563-8172

Joe Taylor

J.D. Taylor Contracting, Inc
 604 Bluebonnet Lane
 Kennedale, 76060
 jdtaylorco@prodigy.net
 817-692-2808

Jensen

Kennedale Jr High School
 930 Corry Edwards
 Kennedale, 76060
 Jensenl@kisdtx.net

Sharon Dehnel

1119 Fawn Meadow Trl
 Kennedale, 76060
 sdehnel@sbcglobal.net

Laurie Humiston

212 Hillside Drive
 Kennedale, 76060
 lhumiston@yahoo.com

Charles Overstreet

Tarrant County College
 1256 Wendy Ct.
 Kennedale, 76060
 charles.overstreet@tccd.edu
 817-515-4711

The second option for new membership involves increasing the number of eligible citizens through a change to the City's ordinance. The recommended change would

allow a select number of positions on the board to be available for either a city resident or a member of KISD. These changes may be made to Article VII. Keep Kennedale Beautiful Commission, Sec. 16-96. Membership.

- a) Appointed by majority vote of the city council, this commission shall consist of nine (9) regular members designated by places 1 through 9. Appointments shall take place in October of each year, with places 1, 3, 5, 7, and 9 appointed in odd numbered years and places 2, 4, 6, and 8 appointed in even numbered years. The term for each place shall be two (2) years. Members must meet the following qualifications:
 - (1) Be a registered voter of the city;
 - (2) Shall have resided in the corporate limits of the city for at least one (1) year; and
 - (3) Continue residency in the city during the term of office.
- b) The city council shall appoint a replacement to fill any vacancy for the unexpired term of the members whose place has become vacant.
- c) The city council shall have the authority to remove any member at any time, with or without cause.

STRENGTHEN CURRENT PARTNERSHIPS

Home Owners Associations

<u>Neighborhood</u>	<u>HOA</u>	<u>Contact</u>	<u>Phone Number</u>	<u>Email Address</u>
Brookstone Estates	Yes	Teresa Shaw	817-261-9154	TeresaS@RossInv.com
Steeplechase	Yes	Roy Stott	817-478-0599	stott@flash.net
Falcon Wood	Yes			http://www.falconwoodhoa.org/contact/contact-us.html
Beacon Hill	Yes	Not Found		
Shady Creek East	None Found			
Oak Ridge	None Found			
Old Town	None Found			
Crestdale	None Found			
Gray Daughters	None Found			
Oak Hill Park	None Found			
County Estates	None Found			
Winding Creek	None Found			
Danny Drive	None Found			
Rolling Acres	None Found			
Oak Crest	None Found			
Briarwood	None Found			

-

KISD Campus Contact Information

- RFP Elementary School
6621 Kelly Elliot Road
Arlington, Texas 76011
PH: 817-563-8600
FX: 817-483-3638
- JFD Elementary School
203 Cloverlane
Kennedale, Texas 76060
PH: 817-563-8400
FX: 817-483-3653
- JAA Intermediate School
100 E. Mistletoe
Kennedale, Texas 76060
PH: 817-563-8300
FX: 817-483-3627
- KJH School
930 Corry A. Edwards Dr.
Kennedale, TX 76060
PH: 817-563-8200
FX: 817-483-3655
- Kennedale HS
901 Wildcat Way
Kennedale, TX 76060
PH: 817-563-8100
FX: 817-563-3718
- KISD Liaisons

Linda Graddy –	(Art in the Park) –	lgraddy@kisdtx.net
Sandy Valentino –	(Recycling/Delaney Elementary)	svalentino@kisdtx.net
Jo Harmon –	(Cleanup projects) –	harmonj@kisdtx.net
Danny Wilcox –	(Outdoor Club) –	dwilcox@kisdtx.net

Boys/Girls Scouts Contact Information

- Boys Scouts- Troop # 35
Contact Person Mark Yeary yearyauto@outdrs.net

817-478-6742

Contact Person Lamar Saxon l.saxon@rr.tx.com
817-412-8981

Website <http://www.tejasdistrict.org/tejas-units/troops/troop-35/>

- Girl Scouts

Contact Information 4901 Briarhaven Rd
817-570-9910
Fort Worth, Texas 76109

Retired Citizens Contact Information

- Senior Center

Cindy Lee, Director
420 Corry A. Edwards Drive
Kennedale, TX 76010
PH: 817-985-2131
FX: 817-478-7169

Faith Based Organizations Contact Information

- Life Fellowship Church

116 E. Broadway
Kennedale, TX 76060

- First Baptist Church

PO Box 295
Kennedale, TX 76060

- 1st Bible Baptist Church

209 W. 3rd Street
Kennedale, TX 76060
PH: 817-483-4973

- 1st Cowboy Church Arlington

PO Box 424
Kennedale, TX 76060

- Life Fellowship Church

925 Kennedale Parkway
Kennedale, TX 76060
PH: 817-478-0428

- First Baptist Church of Kennedale

309 N. Kenney Street

Kennedale, TX 76060

PH: 817-478-6623

- First United Methodist Church of Kennedale
229 4th Street
Kennedale, TX 76060
PH: 817-478-58101

Rotary Club Contact Information

- Kennedale Rotary Club
Tuesday Meetings at 12:00 p.m.
No Frills Grill
4914 Little Road
Arlington, TX 76017
<http://www.clubrunner.ca/Portal/Home.aspx?accountid=5321>

Chamber of Commerce Contact Information

- Kennedale Chamber of Commerce
205 W. Kennedale Parkway
Kennedale, TX 76060
PH: 817-985-21009
<http://kennedalechamber.com/contact.php>

JUNIOR KEEP KENNEDALE BEAUTIFUL BOARD

The Kennedale Independent School District (KISD) is comprised of RF Patterson Elementary, James F. Delaney Elementary, James A. Arthur Intermediate School, Kennedale Junior High, and Kennedale High School. The Keep Kennedale Beautiful Board has partnered with Kennedale Independent School District in the past, specifically with high school aged students who have contributed their time and service. This has fostered a positive relationship with students at the secondary level. As a result of this success, the KKB Board plans to widen its collaborative effort with the primary and intermediate schools in order to cultivate long lasting relationships and partnerships with younger students. The Keep Kennedale Beautiful-KISD Partnership Initiative will create interest in young Kennedale citizens to become aware of their city's environmental needs through a Junior Keep Kennedale Beautiful Board. This Junior KKB Board will be comprised of primary and secondary students and will be advised by KISD faculty. The Keep Kennedale Beautiful Board recognizes today's decisions will impact these very students and as a result, we would like to encourage these students to become involved today, for a better Kennedale tomorrow.

Junior KKB Board Purpose:

The KKB Board hopes to educate junior members regarding the importance of our environmental decisions. The Junior Keep Kennedale Beautiful Board will be comprised of KISD students. The purpose of this junior board is to generate interest in younger Kennedale citizens regarding beautification, environmental sustainability, waste reduction, individual responsibility, and volunteer action.

Junior KKB Board Membership:

- 2 student members from each KISD Campus
 - Students can nominate and vote for representatives on board
- 1-2 Faculty Advisor for each KISD Campus
 - Faculty can self-nominate or volunteer to be advisor for that campus
- 1-2 Parent Advisor for each KISD Campus
 - Parent can self-nominate or volunteer to be advisor for that campus

Junior KKB Board Involvement with Senior KKB Board

- Attend Service Projects & Educational Seminars together
- Senior KKB Board creates learning environment for Junior KKB Board through educational conferences and service projects

- Educational conferences could be learning seminars facilitated by UTA Faculty and Students (tentative).
- Service Projects are projects currently in existence which require volunteer action
- Junior KKB Board can make suggestions to Senior KKB Board
 - 1 Annual Joint Board Meeting

Don't Mess with Texas Art Contest

K-5th Grade Participants

12 winners will be selected from the State

Winners will receive prizes such as tablets and give certificates

Teachers will receive \$100 gift certificates This year's deadline has passed, but for next year:

www.dontmesswithtexas.org/education/art-contest.php

Youth and Educator Awards

Ruthe Jackson Youth Leadership Award

Recognizes students ages K-12 for their efforts in beautifying their communities

Awards \$100 Cash Prizes

Sadie Ray Graff Awards

Recognizes adults in the educational field who have helped promote the Keep Texas Beautiful

Mission to young community members

Awards \$100 Cash Prizes

For questions email awards@ktb.org.

Application deadline is May 6, 2014

Don't Mess with Texas Scholarships

Applicants must be High School Seniors planning on attending a Texas College

1 \$3000 scholarship and 2 \$1000 scholarship

Application deadline is 04/04/2014

For applications and more information:

<http://www.dontmesswithtexas.org/education/scholarship.php>

Waste in Place

This initiative provides curriculum for teachers to use in their classrooms to increase awareness amongst students

Teachers attend a 6 hour workshop for which they will receive 6 hours of Texas Environmental Education Advisory Credit (TEEAC) toward an environmental education certificate, and six hours of State Board of Education continuing education hours, if needed.

For more information on Waste In Place, or to become a WIP trainer, contact [Christine Chute Canul](#) at 1-800-CLEAN-TX.

Patch Program

For Boy Scouts, Girl Scouts, Camp Fire Youth

For more information <http://www.ktb.org/programs/youth-and-educational-programs/patch-program.aspx>

Don't Mess with Texas Campus Clean Up

For college and high school students

To be completed on April 6 which is the Don't Mess with Texas Trash Off

Obtain a Don't Mess with Texas Campus Cleanup Toolkit at

<http://www.dontmesswithtexas.org/education/campus-cleanup.php>

Then provide photos of your campus to campuscleanup@dontmesswithtexas.org

VOLUNTEER ACTION**Kennedale Annual Volunteer day**

- The annual volunteer day would be a program that provides service to residents in the City of Kennedale and KISD area by coordinating a volunteer service day once a year. This day will serve to enhance citizen involvement in community service and attain community awareness, interaction, and collaboration between the residents and KKB members and affiliates. It is a day to provide opportunities for experiential learning, civic leadership and social responsibility!
- The Kennedale Annual Volunteer day will serve one major purpose: to bring together citizens in Kennedale who need assistance with projects (such as, trash clean up, yard work, gardening, or some painting) with volunteers from KKB partners and affiliates.

CHRISTMAS TREE RECYCLING TO MULCH (LIVING EARTH)

Another recycling opportunity identified during this project included recycling Christmas Trees into mulch for use by residents of the City of Kennedale. Similar programs are offered by many cities in the Dallas/Ft. Worth Metroplex. By partnering with Progressive Waste Solutions, Living Earth or another entity, the costs associated with mulching the Christmas Trees could be covered through a sponsorship. A central location within the City of Kennedale would be ideal for a Christmas Tree drop-off location. The trees can be mulched on-site, and mulch would be free to citizens of Kennedale. For this program to be successful, advertisement of the program will be

critical. This could be achieved through the City's website, KKB's Facebook Page, Water bill mailings and many other avenues.

COMMUNITY INVOLVEMENT

The physical presence of KKB is also an important factor in increasing public awareness and community involvement. This is a key component that can be leveraged to inform those who may not be actively seeking information about KKB.

- Joining the Kennedale Chamber of Commerce to forge business partnerships
- Award monthly business partners the designation of being a KKB partner. Award them with a certificate to put in their businesses. Both as recognition of civic pride and a tangible advertisement for KKB
- Partner with local HOA's to create awareness and garner local support
 - Enact award for Yard of the month
 - Monthly award issued by KKB to citizens nominated by HOA for most beautiful yard.

PUBLIC AWARENESS

The Keep Kennedale Beautiful Marketing Plan

One of the primary focuses of the Keep Kennedale Beautiful Board is public awareness/marketing. Marketing is generally perceived as the use of: ads, brochures, websites, social media, or anything else that publicizes the value of a product or service to customers. The marketing strategy for KKB has primarily focused on public awareness by means of the online presence via the City of Kennedale website and the KKB Facebook page. Increased community awareness would center on the idea of promoting and effectively publicizing the activities and mission of KKB to its residents by means of both a visible physical (through partnerships and sponsorships) and an online presence.

Online Presence

The KKB Board has expressed that a need of the city is to increase public awareness and thus garner additional support from the community. KKB has already established an online presence to inform citizens about upcoming events. The City of Kennedale website is also currently used to inform citizens of meeting times and to offer contact information for those wanting to get additional information about KKB. The Facebook page is another primary resource for learning about KKB sponsored or endorsed events. The page also offers pictures of past events as well as links to KKB affiliates. The

importance of having a strong online presence is paramount; we have identified a few ways to help strengthen the reach of KKB's Internet presence

- Create a Twitter account to enhance community interaction
- CLICK IT! LIKE IT! SHARE IT! FACEBOOK CAMPAIGN
 - Facebook campaign designed to get citizens of Kennedale involved with KKB via social media.
 - The contest works as follows: every person that 'likes' and 'shares' a post found on the KKB facebook page will be entered into a drawing. A winner will be chosen every week (or more frequently in the future)
 - The KKB board will seek sponsorship from local businesses/ restaurants to donate prizes that can be issues to the campaign winners.
 - The prizes issued will only be able to be redeemed by KISD or Kennedale residents.

APPENDIX D: MUNICIPAL CODE

Kennedale, Texas, Code of Ordinances >> - KENNEDALE CITY CODE >> Chapter 16 - PARKS, RECREATION AND CULTURAL ACTIVITIES >> ARTICLE VII. KEEP KENNEDALE BEAUTIFUL COMMISSION >> ARTICLE VII. KEEP KENNEDALE BEAUTIFUL COMMISSION [4]

Sec. 16-95. Creation and purpose.

Sec. 16-96. Membership.

Sec. 16-97. Organization, rules, and requirements.

Sec. 16-98. Powers and duties.

Sec. 16-99. Reserved.

Sec. 16-95. Creation and purpose.

There is hereby created a keep Kennedale beautiful commission. Such commission shall be officially designated as the Keep Kennedale Beautiful Commission of the City of Kennedale, Texas. The commission shall promote public interest in the general improvement of the physical environment of the city and to support programs for refuse management, recycling, and beautification in conjunction and in cooperation with the citizens, government, businesses, and industries within the city limits of Kennedale.

(Ord. No. 525, § 1, 7-11-13)

Sec. 16-96. Membership.

- a) Appointed by majority vote of the city council, this commission shall consist of nine (9) regular members designated by places 1 through 9. Appointments shall take place in October of each year, with places 1, 3, 5, 7, and 9 appointed in odd numbered years and places 2, 4, 6, and 8 appointed in even numbered years. The term for each place shall be two (2) years. Members must meet the following qualifications:

- 1) Be a registered voter of the city;
 - 2) Shall have resided in the corporate limits of the city for at least one (1) year; and
 - 3) Continue residency in the city during the term of office.
- b) The city council shall appoint a replacement to fill any vacancy for the unexpired term of the members whose place has become vacant.
- c) The city council shall have the authority to remove any member at any time, with or without cause.

(Ord. No. 525, § 1, 7-11-13)

Sec. 16-97. Organization, rules, and requirements.

- a) By November of each year, the membership shall determine, by simple majority vote, a chair and a vice chair. The terms of the chair and vice chair shall be one (1) year. It will be the duty of the chair to preside over meetings and to assist in setting meeting agendas. If the chair is absent the vice chair shall assume the duties of that office.
- b) Members of the commission shall meet at least ten (10) times per year, on a regular day and time selected by its members. The chair may call special meetings as necessary.
- c) The commission shall conduct meetings and govern its proceedings according to the city council's adopted rules of order, abide by the Texas Open Meetings Law, and shall keep a record of its proceedings, including votes and attendance, and shall submit these records to the city secretary's office.
- d) Members of the commission shall not take any action unless a quorum is present. A quorum shall consist of five (5) members. Each member,

including the chair, is entitled to one (1) vote, and action of the commission shall require a majority of those members present.

- e) The city manager shall designate a city employee to serve as staff liaison to the commission.
- f) Members of the commission shall receive one dollar (\$1.00) for each regular meeting attended as compensation for the performance of their duties, but no compensation shall be paid for special meetings. In addition, members may receive reimbursement of authorized expenses attendant to the performance of their duties.

(Ord. No. 525, § 1, 7-11-13; Ord. No. 531, § 5, 9-12-13)

Sec. 16-98. Powers and duties.

- a) This commission is advisory only and shall not have any decision-making authority.
- b) The commission shall have the following duties:
 - 1) Encourage the reduction of litter in the city, and problems associated therewith;
 - 2) Recommend to the city council city-wide refuse policy, environmental policy, and beautification programs for the community as may be needed;
 - 3) Recommend to the city council the priorities of programs adopted in accordance with this section;
 - 4) Evaluate effectiveness of such policies which may be adopted by the city council in accordance with this section;
 - 5) Recommend enforcement and additional program alternatives;
 - 6) Monitor program accomplishments from data collected and examined under the Keep America Beautiful, Inc., Keep America Beautiful System Guidelines; and

- 7) Carry out such other tasks as the city council and city manager may designate.
- c) To accomplish these duties, the board may establish subcommittees as necessary. Any subcommittee shall be chaired by a keep Kennedale beautiful commission member, and an unspecified number of community volunteers may be chosen by the commission as working subcommittee members.

(Ord. No. 525, § 1, 7-11-13)

Sec. 16-99. Reserved

APPENDIX E: SURVEY MONKEY

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