

Strategic Plan for Tri-Cities Beautiful

Mission of TCB

The mission of TCB is to engage residents of the Tri-Cities region to improve our neighborhood, natural and scenic environment by bringing citizens together to help care for and improve quality of life in our community.

Vision Statement of TCB

Within five years TCB will be a leading organizer and facilitator of volunteer-driven community clean-up and area improvement events in the Tri-Cities and a trusted provider of education and information covering community care strategies, litter prevention, recycling, neighborhood beautification, and public-private partnership programs. These efforts will have made measurable positive impacts on the state of our natural and scenic environment and community quality of life by having harnessed many positive efforts of households, community associations, K-12 students and teachers, local media, and community non-profits.

Core Values of TCB

Individual Responsibility: Improving the environment and quality of life of communities begins with *personal responsibility* and positive *behavioral change*—individuals becoming engaged stewards of the environment.

Citizen Education: Broad-based public education and awareness generated through positive and constructive engagement with fellow citizens form the first steps toward engendering positive community care behaviors.

Partnerships: Broad-based community alliances including public, private and civic sectors are essential to achieve sustainable community improvement.

Volunteer Action: Engaging citizen volunteers with the local environment will – more than anything else—spread the reach and multiply the impact of local initiatives that change individual behavior and improve the community environment.

Immediate Goals and Objectives of TCB

1. Launch the effort to establish TCB with a broad-based outreach and communications initiative by Labor Day 2021.
2. Within six weeks of the launch of the TCB establishment effort, successfully empanel a founding Board of TCB comprised of a broad-based local coalition of committed business, government, and citizen leaders.
3. Within eight weeks begin the administrative process of establishing TCB as an approved 501(c)3 non-profit organization.
4. Within twelve weeks, establish a baseline (and publish results) on community appearance and recycling programs effectiveness in the Tri-Cities using the tools and resources provided by Keep America Beautiful including the Litter Index and others.
5. Within six months, establish affiliation with the Keep America Beautiful national organization and partnership with the Washington state community improvement organizations.
6. Within twelve months, create and establish a local brand that is known as a trusted and non-partisan source for information and volunteer-driven action to support the quality of the local environment vis-à-vis litter, graffiti, solid waste and recycling, neighborhood and public spaces beautification, and volunteer recruitment.
7. Within 18 months, TCB will have successfully engaged at least 1000 local volunteers in volunteer cleanup and public education events such as the Great American Clean-up, America Recycles, Earth Day and others.

TCB Launch Strategies Overview

1. Outreach

- a. Reach out to key allies in local County and City governments to seek board participation and startup grant funding.
- b. Reach out to key allies in state government to seek board participation and grant funding.
- c. Reach out to local business leaders through the Chamber of Commerce to seek board participation and start-up grant funding and strategic investment.
- d. Reach out to peer non-profits locally and statewide that share a primary or secondary focus on neighborhood environment, local volunteering, community improvement, etc.
- e. Reach out to local Homeowner Associations and neighborhood associations as well as known community leaders for allegiance, support and Board participation.
- f. Reach out to local editorial boards with information on the upcoming launch.
- g. Reach out to key community leaders, local foundations and active community donors about the intent to launch TCB, and to explore resource development opportunities.

2. Logistics

- a. Establish tricitiebeautiful.org and publish a site. **DONE**
- b. Contact Keep America Beautiful regarding intent to create TCB.
- c. Target potential board members and empanel start-up non-fiduciary “advisory board” (pre-501[c]3) by September 1, 2021.
- d. Solicit local business or organizations for donated or low-cost office space and key equipment (phone, computer, internet hookup, fax) for TCB during the start-up period.
- e. Solicit pro-bono legal representation for initial efforts to incorporate as a 501[c]3 non-profit organization and to affiliate officially with Keep America Beautiful.
- f. Solicit pro bono effort to create a logo and branding scheme for TCB.
- g. Solicit pro bono effort to help create and maintain the TCB internet and social media presence.

3. Start-up Public Relations

- a. Letters to the Editor and associated press releases announcing the launch of TCB, making the case for the organization and volunteer engagement. Contact regional print, electronic and broadcast media and Internet channels (local “Patch” networks).
- b. Public launch announcement event at an iconic location in the Tri-Cities. Guarantee attendance and coverage through outreach efforts (see above) and media pitches.
- c. Pitch articles/stories in local media outlets (print and electronic) regarding TCB launch.
- d. Reach out to area public and private K-12 schools with information on the launch.
- e. Plan a kickoff volunteer event in April. Within six weeks of the launch of the TCB establishment effort, successfully empanel a broad-based local coalition of committed business, government, and citizen leaders as the founding fiduciary Board of TCB.

4. 501(c)3 non-profit organization process.

- a. Establish a checklist for approval as a 501(c)3 organization.

5. Establish baseline on community appearance and recycling programs effectiveness in the Tri-Cities

- a. Perform the KAB Litter Index survey for Richland, West Richland, Kennewick and Pasco.
- b. Work with Public Works and Solid Waste authorities to establish baselines on the current effectiveness of recycling programs in the Tri-Cities.
- c. Distribute a survey to business and industry and schools on current recycling and solid waste practices.
- d. Publish a white paper for key community leaders (public and private) showing the baselines for Tri-Cities appearance and recycling/solid waste indices (showing potential impact on quality of life, economic development, etc.) and showing areas where volunteer driven community support and public education programs can make positive impacts.
- e. Establish a TCB Strategic Plan for Action based on the results of the research, surveys and feedback regarding white paper recommendations.

6. Begin formal affiliation procedures with Keep America Beautiful.

- a. Establish a KAB Affiliation procedure checklist and timetable.

7. Launch TCB Brand and outreach to the community and measure penetration.

- a. Design a comprehensive launch process for TCB targeted to county and town government, local business, schools, neighborhoods and households.
- b. Create customized TCB-branded education materials and curricula for distribution in K-12 schools in the 2021-2022 school year as well as into HOAs and other neighborhood associations in the fall of 2021.
- c. Conduct quarterly and annual surveys to measure penetration of the TCB brand into key constituencies and into Tri-Cities households in general.

8. Begin planning and rolling out communications and partnership support for at least one medium to large scale community clean-up and/or gateway beautification event in both September of 2021, small scale volunteer beautification and cleanup events in the Fall, and a full schedule of events and education activities that resume in early Spring 2022 and continue throughout the year.

Tri-Cities Beautiful -- Budget Assumptions Overview

TCB Launch Budget 2021-22-- Expenses through 9/1/22

Facilitate Litter/Graffiti Prevention and Community Cleanups: \$2,000.00

Facilitate Community Beautification Events: \$2,000.00

Create & Distribute Public Education (TCB Branded) \$5,000.00

Stipend – Program Builder and Acting Director (30 hours/week from 8/1/21-9/1/22): \$12,000.00

Costs Associated with Establishment of 501(c)3 status \$1,000.00

Rent & Office/Start-up Administrative Expenses: \$3,000.00

Total Launch Budget 2021-22 \$25,000

TCB Launch Budget 2021-22 – Revenues through 9/1/22

- Establishment Grant (Key Private Sector/Foundation Partner(s)) -- \$5,000.00 (Before 9/1/2021)
- 2022 State Public Education Grant -- \$5,000 (Before 12/1/2021)
- 2022 City/County Environmental Services Grant(s) -- \$6,000 (Before 12/1/2021)
- 2022 Partnership Grants from Corporate Partners -- \$6,000 (Secured Before 12/1/2021)
- 2022 Donations from Local Small Businesses -- \$3,000.00 (Secured Before 9/1/2020)
- Donations from Individuals -- \$10,000.00 (After 501(c)3 approval, Goal: Secured Before 9/1/2020)

SYNERGY OPPORTUNITY – To Be Discussed

Before April 2022 create a regional umbrella organization to facilitate the simultaneous creation of locally chartered and managed KAB affiliates in key Columbia Valley/Central and Eastern Washington jurisdictions including Tri-Cities, Yakima, Walla Walla, Moses Lake, Wenatchee, Coulee, and Spokane to widen resource development opportunities for the citizen-driven community improvement concept, to share start-up admin costs and to coordinate initial fundraising and grants management for maximum efficiency and effectiveness.

PROPOSED INITIAL TCB DEVELOPMENT & MANAGEMENT: Evan Jones and Progressiventures, LLC

Evan Jones and Progressiventures, LLC of Richland (2621 Saguaro Way) will provide the initial energy, initiative and management behind the start-up and growth of Tri-Cities Beautiful. Once the Board of the approved 501[c]3 organization is in place, an Executive Director would ideally be hired to carry TCB forward and further staff would then be developed as resources warrant.

Progressiventures, LLC is a social enterprise consultancy engaged in helping bring worthy, community-based ideas to life.

Evan Jones offers 30 years of broad professional experience in the corporate, non-profit, education and public service sectors. His professional career includes 15 years in education including stints in the classroom and in school leadership as well as positions of leadership in the non-profit and corporate sectors. A former Director of Communications in the Stamford, Connecticut national headquarters of the Keep America Beautiful organization and Director of Worldwide Issues Management at International Paper Co. through the 1990s, Jones moved to the Tri-Cities in 2019 to join his wife Margaret Mitchell-Jones, recently employed as a Communications Advisor for the Pacific Northwest National Laboratory (PNNL). The Jones' daughters Cassie (University of Virginia) and Emmaleah (the College of William & Mary) are both launched into their own careers and live in Australia and New York respectively.