

Keep California Beautiful, Inc. Strategic Plan Goals/Objectives 2009-2011



GOAL: CREATE AND SUSTAIN PARTNERSHIPS

OBJ#1: Increase by 20% the number of partnership participants to address source reduction, recycling, litter abatement and beautification.

- Volunteers (increase hours, increase outcomes)
- Public-private partnerships
- Proud Community Program (increase attendance)
- State of California

OBJ#2: Increase by 10% the number of partnership participants in support of pollution prevention, zero-waste efforts, and product stewardship.

- Volunteers
- Public-private partnerships
- Proud Communities
- State of California

OBJ#3: Improve and expand existing partnerships with local, state, and federal government entities and the private sector.

- Need measures:
 - Carlsbad Marathon
 - GAC
 - "Got Your Bags" project (pins & bags)

OBJ#4: KCB establishes and leads a consortium of environmental non-profit organizations for coordination and collaboration purposes by 6/30/10.

- Sierra Club
- CA State Parks Foundation
- Ocean Conservancy

GOAL: ORGANIZATIONAL EXCELLENCE

OBJ#1: Identify and hire a new accounting firm by 8/1/09.

OBJ#2: Revise and approve bylaws by 12/31/09.

OBJ#3: Identify & elect not less than three board members with expertise in the areas of law, finance, technology, fundraising, and marketing by 6/30/10.

OBJ#4: Recruit and train three volunteers for KCB Headquarters in Sacramento by 6/30/10.

- Craigslist
- Cal Volunteers
- ID skills needed (to do)
- Hands-on in Sacramento
- Options for space (explore)

OBJ#5: Emergency contingencies. KCB operating procedure manual complete by 6/30/10.

GOAL: FINANCIAL STABILITY

OBJ#1: Develop the participation structure by 7/1/09. (Executive board members report to meeting with other structures/orgs of the levels)

OBJ#2: Secure four new sponsorships by 7/2010.

OBJ#3: Recruit two "give or get" board members by 6/30/10.

OBJ#4: Increase KCB's revenue base from existing programs/events by "100%" by 6/30/10. (Proud Communities, E-waste, marathons, GAC). Double the revenue.

OBJ#5: Track and report environmental benefits and financial savings (offsets) of KCB's efforts on a semi-annual basis, reported annually.

GOAL: PROVIDE ENVIRONMENTAL LEADERSHIP THE STIMULATES ONGOING ACTION

OBJ #1: KCB is benchmarked by local, state and national entities and non-governmental organizations (NGO's) to promote environmental model programs. *Note: we'll develop what we want to measure & track for this objective and report quarterly.*

OBJ #2: KCB's programs are replicated by other entities, locally, statewide, and nationally:

- Litter-free marathon, road race or bike events.
- "Got Your Bags"
- Recycling partnerships, etc.

OBJ#3: KCB develops awareness programs that empower action through multi-media campaigns:

- PSA's/commercials ("Beach Party")
- Social marketing/communication ("Got Your Bags", Facebook site)
- Outreach (Proud Community Programs, local government, NGO's, and businesses)

OBJ #4: KCB tracks, measures, and reports accomplishments on an annual basis in this leadership arena.