

Keep Oconee Beautiful

**2004 Five-Year Strategic
Plan**



*Striving to maintain the beauty of Oconee
County through education and proper
care of waste.*



KOBA Strategic Plan

Striving to maintain the beauty of Oconee County through education and proper care of waste.

Purpose of Our Strategic Plan

Keep Oconee Beautiful has made great strides over the years to implement a successful program in the elementary schools of Oconee County, to initiate an Adopt-A-Highway Program and to promote the overall litter-free message. In order to energize membership, the Board is evaluating the organization's performance and the community's needs in order to affirm our vision and mission. In so doing, we are considering our strengths and weaknesses and the subsequent opportunities and threats to achieving our mission. This Strategic Plan will guide KOBA by establishing goals and objectives which are in line with our financial plan and the abilities of our membership.

The Vision of Keep Oconee Beautiful

Keep Oconee Beautiful envisions the possibility of bringing together Oconeeians for the purpose of enrichment and enjoyment. This community spirit will be inspired by programs to beautify Oconee County while at the same time realizing that more can be achieved through partnering with the County and State in their efforts to take proper care of waste.

The Mission of Keep Oconee Beautiful

The By-Laws state that "The objectives of this Association shall be, as its name implies, to keep Oconee County, South Carolina, beautiful through efforts, projects and programs to preserve and enhance the County's natural beauty, especially to discourage its defacement by litter." The current Board agrees that this mission is still applicable today and that it applies to continuing educational programs and to promoting general beautification and waste reduction. Our environment is sustainable only through concerted efforts to bring together resources.

Strengths, Weaknesses, Opportunities & Threats

As an organization combating litter and striving to reduce waste, we must consider the cause of behaviors which contribute to not “putting waste in its place.” According to PalmettoPride, people who litter feel no sense of ownership for public property. They believe someone else will pick up after them, and they rationalize that littering in an area where litter has already accumulated is acceptable. Many people do not realize the definition of littering. In the same vein, many people do not understand the importance of recycling and that they as individuals can make a difference. These misconceptions are threats to KOBA’s mission.

However, KOBA is fortunate to have access to numerous educational resources. PalmettoPride, the State’s non-profit litter fighting organization, develops on-going campaigns that focus on defining the act of littering. These promotions are top-notch. Last year, they won the top honor in the nation for public relations, the Rogers Award. The grants offered by PalmettoPride are another opportunity for growth and development. KOBA receives support from the grant program to assist with its elementary education efforts. PalmettoPride’s Litter Busters hotline also offers a statewide service for reporting litter violations. Such a resource allows residents to feel ownership of their community’s interests.

Keep America Beautiful (KAB) and PalmettoPride both have lessons for students. For example, PalmettoPride has partnered with SC DHEC to promote the Green Driver program in high schools. SC DHEC’s Action for a Cleaner Tomorrow Curriculum is correlated with science standards and available to teachers in all grade levels. Oconee County Solid Waste provides training for local teachers and has developed a Teacher Liaison Program so that there is communication with every school throughout the year. In addition, all fifth grade students are given the opportunity to tour the County’s Materials Recovery Facility. KOBA contacts the schools and the Solid Waste Department prepares resource materials for the students and teachers. KOBA is able to partner with the Solid Waste Department on seasonal programs, such as America Recycles Day and the spring Compost Bin Sale. This supplements KOBA’s strong elementary education lessons in the classrooms.

While awareness is paramount, the second prong of litter prevention is actual beautification efforts. The SC Department of Transportation’s Adopt-A-Highway Program is an asset that can be further developed. Recruitment of and regular communication with volunteers must



coincide with targeting specific needs in the community and tracking progress. PalmettoPride is generating funds to clean up highways across the State through the Prideways program. The Great American Clean-Up, which is promoted every spring, gives communities a stimulus for generating more interest in clean-up programs. Many KAB affiliates are also focusing on Adopt-A-Spot programs that allow citizens to adopt areas that are eyesores near their homes or businesses. Recycling can correlate closely with any clean-up efforts.

Enforcement is the third segment of comprehensive litter prevention efforts. The SC Litter Control Association and PalmettoPride support Zero Tolerance for Litter Weekend every year. Law enforcement from across the State unite in a crusade to fight litter, illegal dumping and uncovered loads. In 2002, fines totaling more than \$200,000 were handed out across the State during the two-day period. Although Oconee County does not have the technology, “groundhog cameras” that allow evidence to be gathered at illegal dumping sites are now available. With all of the demands placed on law enforcement, KOBA can focus on the demand for time and energy by utilizing the SC Litter Control Association resources and advocating their position to County government. A positive opportunity exists to develop a Litter Task Force with the County, which would enhance communication and coordination for beautification and enforcement. Litter laws are already in place; they just need to be enforced.

Overall, KOBA needs to focus on further developing its volunteer base and support structure. This can only be done through strong coordination of the organization as a whole. In the long-term, leadership and administration of the organization needs to be strengthened. In order to be an advocate in the community, KOBA will need to ensure its members are informed and encourage involvement in specific activities. Affiliating with the national KAB organization, may lead to more structure, and KOBA must focus on new resources to enhance its image. KOBA should become an all-inclusive organization. Everyone needs to get involved in litter prevention and beautification. Not everyone may get involved at the same level, but members from all sectors of the community who realize the connection we have with our State and Nation can rally behind KOBA’s mission. KOBA’s strength will come from taking a stand on issues, promoting awareness and constantly seeking out in-kind and monetary donations.

Goals & Objectives

- I. **KOBA shall pursue the beautification of Oconee County through advocacy and legislative means, according to the organization's mission.**

Objectives

Promote the benefits of recycling and household hazardous waste collection, including institutional and business recycling.

Advocate litter collection with the local law enforcement / magistrate system

Advocate additional methods which reduce litter and promote waste reduction

Promote enforcement of illegal dump violations and proper care of abandoned buildings

- II. **Coordinate participation in efforts to keep our roadways clean.**

Objectives

Continue to participate in Adopt-A-Highway, the Great American Clean-Up and the Adopt-A-Road program.

Further develop our tarp distribution program

Coordinate a county-wide clean-up event annually, to enhance areas that need improvement

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III. KOBA’s educational programs shall be developed to reach all ages.

Objectives

Continue elementary education program in the classrooms and promotion of the Solid Waste Facility tour for 5th grade students

Continue to provide assistance with training and maintaining contact with the County’s Teacher Liaisons at all schools

Ensure that KOBA’s and Oconee County’s educational materials are being distributed through regional resources, such as the Math & Science Hub

Provide parents and other adults with educational resources whenever possible

Implement a volunteer training program

IV. KOBA shall heighten awareness of the organization and its mission through various promotional activities, and give public recognition to citizens of Oconee County whose efforts support that mission.

Objectives

Continue to conduct an annual photo contest promoting Oconee County’s beauty.

Promote seasonal programs that encourage waste reduction

Host community event booths

Attend civic group meetings to promote KOBA’s mission

Promote KOBA’s mission through diverse media resources (i.e. billboards, promotional items, news)

Encourage schools to apply for grants and awards

Apply for grants and awards for KOBA

Recognize volunteers, community leaders and businesses during the Annual Meeting

V. Develop partnerships which assist with the administration of beautification and care of waste

Support a County internal Litter Task Force which brings together Solid Waste, SCDOT, code enforcement, KOBA, the County Road Department and the Sheriff's Department

Work with local builders and / or code enforcement to promote clean building sites

Partner with PalmettoPride, promoting their programs for adults as well as children

Seek County support for joining Keep America Beautiful (pending Board approval)

Partner with other community organizations with similar interests

Implementation

In order to implement the Strategic Plan, KOBA must focus on what it will take to achieve its goals. The following steps are outlined for this purpose.

Goal I: KOBA shall pursue the beautification of Oconee County through advocacy and legislative means, according to the organization's mission.

The Advocacy Committee should meet with Oconee County Government officials to determine their position and discuss alternatives.

Attend County Council meetings when pertinent topics are on the agenda.

Contact local and State officials concerning topics of concern

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Maintain records on litter citations written and clean-up efforts in Oconee County to utilize during discussions.

Focus Board meeting time on advocacy issues and projects.

Goal II: Coordinate participation in efforts to keep our roadways clean.

Reorganize Board committee structure to include one committee for Litter Control / Beautification (Adopt-A-Highway, Projects, Recycling).

The Litter Control / Beautification Committee should coordinate the countywide clean-up, including identifying needy areas, contacting businesses and organizations to solicit volunteers, providing clean-up materials and general promotion.

Solicit donations for purchasing tarps and distribute at high use areas around the County.

Expand Adopt-A-Highway and similar adoption programs.

Goal III: KOBA's educational programs shall be developed to reach all ages.

Reorganize Board committee structure to include one committee for Promotions (Newsletter, Photo Contest, Editor, Bike Ride) and one committee for Education (elementary, secondary, adult).

The Education Committee should determine what materials they would like to distribute through the Math & Science Hub and to parents.

Continue annual planning meeting with Oconee County Solid Waste Department.

The Education Committee should determine what topics should be covered in volunteer training and schedule on a regular basis.

Goal IV: KOBA shall heighten awareness of the organization and its mission through various promotional activities, and give public recognition to citizens of Oconee County whose efforts support that mission.

The Promotions Committee should recognize volunteers, community leaders and businesses at the Annual Meeting.

Ensure that KOBA has a phone and Internet contact that can answer questions related to membership and volunteering.

Maintain a calendar of events, meetings and deadlines to ensure participation.

The Membership Committee and Board should conduct a membership drive, including courtesy calls to current members to assess their interests and a business recruitment campaign.

Investigate other grant opportunities and recruit a grant writer.

Goal V: Develop partnerships which assist with the administration of beautification and care of waste.

The Advocacy Committee should work with the Solid Waste Department to promote the development of a Litter Task Force.

The Promotions Committee should contact PalmettoPride, County Code Enforcement and local builders concerning litter prevention initiatives.

A task force for KAB affiliation should complete the application for affiliation by June 2005. The same group should determine the possibility of hiring a part-time executive director.

All committees should meet monthly, either in person or via telecommunications. The committee chair should report progress to the Secretary for the agenda packet each month. All new projects and issues should be brought before the Board for a vote prior to implementation.