Community Engagement
KEEP PEARLAND BEAUTIFUL
About Keep Pearland Beautiful

• **Keep Pearland Beautiful** is a 501 (c) 3 non-profit environmental organization affiliated with Keep Texas Beautiful and Keep America Beautiful.

• The **MISSION** of Keep Pearland Beautiful is to empower Pearland citizens to take responsibility for their environment.

• The **VISION** of Keep Pearland Beautiful is that Pearland will be the cleanest and most beautiful city in Texas.

Physical Address: 5800 Magnolia St. (77584)
Phone: (281) 489-2795
Website: [www.mykpb.org](http://www.mykpb.org)
The KAB Attitude Change Process

• Get the Facts
• Involve the People
• Develop a Plan
• Focus on Results
• Provide Positive Reinforcement
Programs: Litter Prevention
Programs: Waste Reduction/Recycling

- Stella Roberts Recycling Center
- Curbside Recycling
- Event Recycling
- Business/Apartment Recycling
Programs: Beautification

Yard Wise Demonstration Garden
Troop 446 Scouts July 2015

Pearland Community Gardens
Learn Grow Share
Involving the People

• Partnerships

• Social & Electronic Media

• Traditional Media

• Events
Partnerships

- Individuals
- Families
- Businesses
- Governmental Agencies
Social and Electronic Media

- mykpb.org
- Constant Contact
- Facebook
- Twitter
- Pinterest
- Instagram
- LinkedIn
Traditional Media

- Newspapers
- Water Bill Inserts
- Local Magazines
- Newsletter
Events

• Plant Thyme Fall Luncheon (Oct. 7th)
• DEA Drug Take Back Day (Oct. 22nd)
• Pearland Recycles Day (Nov. 12th)
• KPB Annual Meeting and Awards Dinner (Nov. 17th)
• Tour de Lites (Dec. 10th)
• Arbor Day Celebration (January 28th)
• Cigarette Litter Awareness Day (Feb 18th)
• Don’t Mess With Texas Litter Cleanup (April 1st)
• Earth Day Celebration (April 22nd)
Contact Keep Pearland Beautiful

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