

QUALITY AND EXCELLENCE GOAL: Strive to improve overall effect aspects of services and become a community of quality and excellence.

Objective: Assess Keep Rio Rancho Beautiful's success on a regular basis.

Approaches:

1. Obtain evaluations from the public for each program.
 2. Complete annual reports for affiliate organizations including Keep America Beautiful and New Mexico Clean and Beautiful.
 3. Apply for awards and recognitions of quality and excellence such as Keep America Beautiful Affiliate Award and President's Circle Award.
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PUBLIC SAFETY GOAL: Assure a safe, secure, and healthful community through the efficient delivery of Public Safety services designed to be preventative, protective, and responsive.

Objective: Facilitate proper disposal of special wastes that may pose a physical, health or fire risk to citizens.

Approaches:

1. Host Hazmat collections for special waste.
 2. Staff, youth workers and volunteers identify and remove illegal dumpsites.
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SERVICES GOAL: Maintain and enhance quality of life facilities and services to the citizens by providing innovative and excellent facilities, programming, and outreach.

Objective: Increase citizen's quality of life by building community awareness, involvement and stewardship of the environment through education and creative programming.

Approaches:

1. Organize volunteer opportunities such as the Great American Cleanup and the Trek for Trash.
 2. Offer Mini Grant awards to citizen groups.
 3. Facilitate educational outreach programs such as "The Story of Garbage", curriculum kits for Rio Rancho Public Schools and events like Earth Festival.
 4. Host seasonal drop-off recycling programs for hard to dispose of waste such as Christmas trees, clothing and phone books.
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CAPITAL IMPROVEMENT GOAL: Enhance the overall quality of life through well planned and coordinated public and private capital improvements and facilities.

Objective: Provide quality recycling and special waste disposal facilities.

Approaches:

1. Continue to operate the existing drop-off recycling center.
 2. Plan and create a convenience center that is accessible and easily identifiable in the community for special waste disposal.
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ENVIRONMENTAL GOAL: Identify and protect the quality of the natural environment to improve the quality of life for Rio Rancho residents.

Objective: Prevent and reduce illegally dumped waste while promoting proper waste disposal and positively impacting the City's natural environment.

Approaches:

1. Educate citizens, especially school children in methods of litter prevention.
 2. Hold collection events which promote proper waste disposal.
 3. Provide stewardship opportunities through programs such as Mesa Monitors and Adopt-A-Spot.
 4. Employ youth workers and sub-contracted civic groups to remove litter and improve the community.
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FINANCIAL GOAL: Financially plan for, support, audit and protect the programs and services of Rio Rancho to ensure the long term economic well being of the City.

Objective: Preserve and seek partnerships and sponsorships to reduce programming costs to the City while successfully managing KRRB's financial resources.

Approaches:

1. Prepare an operations packet including the budgeting process for each program.
 2. Audit the overall division effectiveness with a cost/benefit analysis at the end of each year.
 3. Complete quarterly, performance and accounting reports for grantors.
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WORKFORCE GOAL: Recruit and maintain high quality, motivated employees; promote continued training of employees; and, strive to provide a safe work environment.

Objective: Enhance efforts related to employee development, leadership development and performance management.

Approaches:

1. Enhance programs that develop employee skill sets to their fullest potential to maximize workforce productivity, flexibility and the application of new technology.
 2. Enhance leadership development efforts so that the management team has the required competencies to maximize the productivity and moral of a diverse, highly motivated, and skilled workforce.
 3. Install a performance management system for employees and managers alike that places an emphasis on performance planning and measurement, skill and competency development and individual accountability.
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PARTNERSHIP GOAL: Partner with other levels and/or jurisdictions of Government, Schools, and other public and private entities to enhance area services and infrastructure.

Objective: Develop new and strengthen existing partnerships to benefit the community and vested parties.

Approaches:

1. Build relationships and raise youth awareness through educational programs at Rio Rancho Public Schools.
 2. Seek and support sponsorships.
 3. Obtain the Litter Prevention and Beautification Grant from New Mexico Clean and Beautiful.
 4. Maintain affiliations with Keep American Beautiful, Inc.
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PERFORMANCE INDICATORS

- Increase community participation in our drop-off collection programs by at least 10% (Household Hazardous Waste Collection, Drop-Off Recycling, Tree-Cycling, Phone Book Recycling and America Recycles Day).
- Continue to raise youth awareness of program by presenting to at least 75% of Rio Rancho Schools.

PRIOR YEARS ACCOMPLISHMENTS: FY07 Year-to-date (3/01/07)

- "Litter Index" assessment shows the City is maintaining a low litter rate at 1.5 (slightly littered), on a scale of 1 to 4. One being no litter and 4 being extremely littered. This a small increase from last year's 1.4 however, assessment and results included extended and newly added routes.
- KRRB received the Distinguished Service and the President's Circle Award as an affiliate of Keep America Beautiful.

Education:

- KRRB staff presented the "Story of Garbage" Curriculum Kits," Waste In Place" education initiative and "Reduce, Reuse, Recycle" lessons to six Rio Rancho Public Schools.
- KRRB staff presented recycling lessons at Haynes Recreation Center after school program. This included the construction of Christmas cards from reused material for senior citizens.
- Kerby Coyote, KRRB's mascot participated in seven outreach events around the community including the Wal-Mart safety fair.

Litter Removal and Prevention:

- Youth Workers, the Leader and Intern cleaned over 28 tons of waste, including 110 illegal dumpsites.
- KRRB completed 8 Litter Free Events in FY07 compared to 2 Litter Free Events in FY06.
- KRRB hosted the 2006 America Recycles Day at Wal-Mart, collecting over 12,000 lbs. of electronics and other items.
- Trek for Trash, the fall community cleanup utilized over 300 volunteers and removed 6.1 tons of litter from 26 areas.
- The Hazardous Waste Collection reached 319 residents who dropped off 19,000 lbs. of waste.
- Tree cycling collected 5,000 Christmas trees in cooperation with PNM.