

Scenic Texas: Implementation Steps

Goal 1: To preserve and enhance the scenic character of Texas cities, counties, highways and byways.

Goal 2: Create a more scenic Texas through education and advocacy.

Goal 3: Secure Scenic Texas' future by building staff, board and financial capacity.

	2019	2020	2021	2022	2023	
G1	Create Scenic City Certification Program marketing toolkit for each chapter to provide the Program in its region	\$ 3,750	Develop SRG training platform	\$ 2,250	Consider mandatory criteria adjustment	\$ 450
	Explore Scenic City EZ application	\$ 750	Produce videos to promote Scenic Texas' Streetscape Resource Guide	\$ 1,500	Develop educational forums with Scenic Texas as lead host	\$ 18,750
	Form Board Development Committee	\$ 1,200	Major and implement landscape recommendations for recasting of Advisory Board	\$ 1,875		
	Create case for support (to be used for associations and board recruitment)	\$ 1,625				
G2	Refresh Scenic City website	\$ 1,875	Create and promote a template for local elected official candidate forums	\$ 1,875	Explore photo contest	\$ 750
	Produce Scenic City Program marketing video	\$ 1,500			Explore school aged educational forum (Scenic America's existing curriculum)	\$ 750
	Explore reorganizing dormant chapters (Dallas, Fayette and Comal)	\$ 1,875				
	Develop framework for a Scenic Partners Alliance to expand and strengthen	\$ 2,250				
G3	Form taskforce to address restructuring of Board of Directors (alternance requirements, giving requirements, committee participation, diversity, etc.)	\$ 1,875				
	Develop comprehensive communications plan	\$ 7,500				
	Define participation benefits for cities (in written form) – consult existing cities	\$ 1,875	Build a mechanism to monitor and prioritize TxDOT transportation projects	\$ 5,625		
	Enlist other "dualist" models (RTD and other organizations)	\$ 3,000				
G4	Develop plan for forming new chapters - statewide representation, geographic diversity, regional models, counties engaged	\$ 1,125				
	Major and implement landscape recommendations for recasting of the Board of Directors	\$ 1,875				
	Reference and edit the Scenic Houston SRG as the basis to create a statewide version. Incorporate statewide photos from municipalities across Texas	\$ 16,500	Explore Scenic County designation	\$ 3,000		
	Form taskforce to address recasting of Advisory Board	\$ 1,875				
Ongoing	Advocate for pro-scenic legislation at the Texas Legislature and rules at TxDOT	\$ 58,750	Advocate for pro-scenic legislation at the Texas Legislature and rules at TxDOT	\$ 58,750	Advocate for pro-scenic legislation at the Texas Legislature and rules at TxDOT	\$ 78,750
	Oppose legislation and agency rules that compromise the scenic character of Texas' highways and byways.	\$ 78,750	Oppose legislation and agency rules that compromise the scenic character of Texas' highways and byways.	\$ 78,750	Oppose legislation and agency rules that compromise the scenic character of Texas' highways and byways.	\$ 78,750
	Broaden Scenic Texas volunteer advocacy team	\$ 2,400	Broaden Scenic Texas volunteer advocacy team	\$ 2,400	Broaden Scenic Texas volunteer advocacy team	\$ 2,400
	Maintain resource library on the Scenic Texas website	\$ 3,900	Maintain resource library on the Scenic Texas website	\$ 3,900	Maintain resource library on the Scenic Texas website	\$ 3,900
	Cultivate and grow Scenic Partners Alliance	\$ 7,500	Cultivate and grow Scenic Partners Alliance	\$ 7,500	Cultivate and grow Scenic Partners Alliance	\$ 7,500
	Host educational forums as needed	\$ 11,250	Host educational forums as needed	\$ 11,250	Host educational forums as needed	\$ 11,250
	Conduct chapter training sessions on Scenic City Certification	\$ 7,500	Conduct chapter training sessions on Scenic City Certification	\$ 7,500	Conduct chapter training sessions on Scenic City Certification	\$ 7,500
	Host SRG trainings for ST chapters and other stakeholders as needed	\$ 3,000	Host SRG trainings for ST chapters and other stakeholders as needed	\$ 3,000	Host SRG trainings for ST chapters and other stakeholders as needed	\$ 3,000
	Organize public comments on TxDOT's transportation projects	\$ 1,125	Organize public comments on TxDOT's transportation projects	\$ 1,125	Organize public comments on TxDOT's transportation projects	\$ 1,125
	Implement comprehensive communications plan	\$ 12,000	Implement comprehensive communications plan	\$ 12,000	Implement comprehensive communications plan	\$ 12,000
	Recruit new board members	\$ 3,000	Recruit new board members	\$ 3,000	Recruit new board members	\$ 3,000
	Refresh new board members	\$ 3,000	Refresh new board members	\$ 3,000	Refresh new board members	\$ 3,000
	Refresh new board members	\$ 3,000	Refresh new board members	\$ 3,000	Refresh new board members	\$ 3,000