

Category 1: Population up to 3,000

Landscape Award: \$90,000

Winning Community: Utopia

About two hours west of San Antonio, where Ranch to Market Road 1050 meets Ranch Road 187, lays the tiny Texas town of Utopia. The community was first called Waresville when the post office opened in 1856, named for Captain William Ware, who settled the area in 1852. An 1884 survey of Uvalde County shows that, nearly 30 years later, Waresville had become Montana, Texas, but residents soon realized that name was already taken. They soon decided to rename the town Utopia, perhaps in anticipation of the utopian community they planned to create.

Today, the town is home to 246 people and bills itself as “an ideally, perfect place.” Members of Keep Utopia Beautiful worked hard in 2009 to ensure their idyllic community stays that way.

Utopia Recycles is KUB’s flagship program, and its volunteers take every opportunity to educate the town’s residents. Prior to opening last year, around 80 percent of residents said they had never recycled regularly, but in its first year of operation, the center collected and sold 55 tons of plastics, paper, cans and cardboard! Utopia Recycles serves a geographic area much larger than the town itself, and customers regularly report cutting their household trash haul in half, now that they have access to a recycling center. Since trash disposal costs residents \$1 per 30-gallon bag, residents have also reduced their annual household fees, too.

In addition to saving townspeople money, Utopia Recycles also teaches students the benefits of recycling, as well as the consequences of inaction. As a result, Utopia’s class of 2014 asked every classroom teacher, school administrator and cafeteria staff member to begin collecting recyclables. They met their goal of 100 percent participation across the Utopia Independent School District. Around two and a half tons of paper, cardboard and cans were collected in 2009! Students were also an integral part of the city’s waterway cleanup event; 20 high school students cleared two miles of the Sabinal River, resulting in 25 bags of trash.

Thanks to KUB’s efforts in community outreach, the first Monday of each month was designated Town Clean-Up Day; the event is held in partnership with KUB and the local garden club. Five to 10 volunteers generally participate in the event and four to eight bags of trash and recyclables are usually collected. KUB has also worked closely with Uvalde County officials, to offer citizens the ability to not only recycle paper products, but tires, scrap metal and cans as well. The end result has been local law enforcement officials reporting the end to illegal dumping throughout the area. It’s amazing the big impact such a small town can have and how much their efforts help to keep Texas beautiful.

Category 2: Population 3,001-5,500

Landscape Award: \$110,000

Winning Community: Port Aransas

Port Aransas is the only established town on Mustang Island and inhabits eight miles of the 18-mile long barrier island. It was a favorite of pirates in the early 1800s, many of whom used Mustang Island as a place to make camp and, according to legend, hide their treasures.

While swashbuckling has taken a downturn in the area, Port Aransas is now home to 3,775 permanent residents and is a favorite among tourists seeking sand, surf and sun within the friendly confines of the Lone Star State. The town is especially popular throughout spring break and the summer months; during those times, its population can easily, if temporarily, swell to 60,000 or more. All told, the small coastal town annually hosts upwards of 2.5 million visitors. With so many people filtering through the city, it is undoubtedly difficult to keep Port Aransas pristine; yet, the members of Keep Port Aransas Beautiful haven't been intimidated.

In an effort to keep Port Aransas beaches clean – and encourage both residents and visitors to do the same – KPAB organized a Great American Cleanup event to run concurrently with Adopt-A-Beach Day. More than 160 volunteers participated, clearing eight miles of beaches and roads around Port Aransas and San Jose Island. Participants collected nearly 11,000 pounds of trash; in the fall, KPAB organized another Adopt-A-Beach event as part of KTB's Texas Waterway Cleanup Program. With 335 volunteers focused exclusively on the Gulf Coast, six tons of trash was removed from 11 miles of beaches.

KPAB also focused on working with the youth of Port Aransas in 2009. The group partnered with local Girl Scouts to form the Planeteeers, an environmental group at a local high school; the student-lead organization promoted and organized a school-wide recycling program that netted 90 containers of plastics, aluminum and paper. Students were also vital in beautifying school campuses across the city – KPAB educated a group of 65 elementary school children on organic gardening, and the students later weeded, fertilized and cleared their school campus of debris. Moreover, KPAB sponsored a one-hour program called The Eco Show, based on the Waste In Place curriculum. Around 20 teachers and 225 children participated, learning about recycling, water conservation, and reducing and collecting litter.

Local agencies were just as vested as KPAB volunteers in the quest to keep the city clean. With the help of Allied Waste, KPAB and the city sponsored two 'Dunk Your Junk' programs, which garnered seven dumpsters full of debris from local property and city streets. The group also worked with the Parks and Recreation Department to sponsor Texas Recycles Day, during which 3,000 pounds of electronics were recycled and saved from the landfill.

Coastal zones are extremely sensitive and important ecosystems, but KPAB has taken those special considerations in stride and proven it has more to celebrate than the arrival of spring break.

Category 3: Population 5,501-9,000

Landscape Award: \$130,000

Winning Community: Cuero

Cuero is a small town with big aspirations. Encompassing just 4.9 square miles in central DeWitt County, the city has, throughout its history, been designated the best whatever townspeople have put their minds to. In the 1870s and 1880s, the area became a hospitable refuge and new home for a sizable number of families who fled the coastal town of Indianola, where hurricanes destroyed much of the city. 70 years later, Cuero established itself as the largest cattle shipper in the state, with more than 800 carloads of livestock moving out of the town each year. In those seven decades, Cuero was also home to one of Texas' largest cottonseed oil mills and one of the largest, privately owned hydroelectric plants in the state. Moreover, with the opening of Cuero's first turkey dressing house in 1908, the town quickly established itself as a leader in the poultry industry. Farmers raised turkeys on large scale farms all across DeWitt County, giving Cuero its quirky claim to fame and growing it into one of the largest poultry markets in the Southwest.

Now, with the help of Keep Cuero Beautiful, the city can add another accolade to its treasure chest. Despite the lack of any paid staff or funding from the city or county, KCB has set the standard for environmental achievement. The organization sponsored a series of educational events in Cuero and surrounding towns to inform more than 2,100 students about the importance of recycling paper, plastic, aluminum and ink cartridges. Several classes from the local high school cleared around 560 pounds of trash from just a quarter-mile of stretch of highway, while a local waterway cleanup event attracted 50 volunteers and garnered 70 pounds of litter. During the Great American Cleanup, the organization sponsored a campaign called 'Put Plastics in its Place,' to coincide with Texas Recycles Week; KCB petitioned the city for a roll off dumpster for plastics at the local recycling center and the city agreed to do so for six weeks. Local businesses promoted the event with the slogan 'Texas Recycles Week – Reduce Reuse Recycle' on a variety of promotional signage, and one business even donated an empty store front, which KCB utilized to inform pedestrians about recycling plastics. *The Cuero Record*, the city's newspaper, followed with a front-page story. As a result of this coordinated effort, 240 pounds of plastics filled the roll off dumpster in just two short weeks.

Moreover, during the town's annual Turkeyfest celebration – which is billed as a 'full South Texas spectra of turkey-based foods, recipes [and] gala parades,' – KCB collected and recycled 900 pounds of aluminum cans and declared it a green event weekend, for the third year in a row.

Cuero's Turkeyfest boasts an event dubbed the Great Gobbled Gallop, which features hard-fought race between Ruby Begonia, the perennial hometown favorite, and 'Paycheck' Worthington, from Worthington, Minnesota. The winning gobbler is awarded the Traveling Turkey Trophy of Tumultuous Triumph and title of the World's Fastest Turkey. However, with such environmental accomplishments to their credit, the citizens of Cuero and KCB are full capable of talking turkey about the environment as well.

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Category 4: Population 9,001-15,000

Landscape Award: \$160,000

Winning Community: Hutto

The story of Hutto is practical as it is simple: it was established in 1876 when crews with the International-Great Northern Railroad began building a section of track three miles north of the area. Railroad officials purchased five acres of land owned by a man named James Emory Hutto, in order to create a railroad depot; they designated the stop 'Hutto Station,' and as easily as that, a town was born. One year later, the local post office opened, breathing even more life into the small farming community.

Much like the town's founding fathers, the members of Keep Hutto Beautiful traveled a direct, but effective route to establish themselves as a leader in environmental circles. In 2009, KHB partnered with the Hutto Chamber of Commerce, Hutto Parks and Recreation Department, the Green Committee of Hutto, the Lions Club, Leos, the Rotary Club of Hutto, Friends of the Hutto Library, local Boys and Girls Scouts groups, and a number of other organizations to promote its vision of enhancing the community. The Great American Cleanup was the cornerstone of the group's litter prevention and cleanup campaign – with events such as Arbor Day, the Hutto Trash-Off and Earth Day as the main events. More than 160 volunteers participated in just those three events, including more than 75 youth from the Boy and Girl Scouts, who planted trees on Arbor Day, cleaned flowerbeds for a local church and executed a recycling project during the Hutto Olde Tyme Days Festival. The hard work of the volunteers resulted in three miles of adopted highway being cleaned, 4,650 pounds of litter being collected, and 150 pounds of electronics, 60 pounds of plastic, and 30 pounds each of aluminum and newspaper being recycled. Moreover, participants planted a number of trees, flowers and bulbs, and completed the landscape of an area flowerbed.

In addition to KHB's GAC efforts, the group also monitored landfill issues through its association with the city; the Williamson County landfill is located on the outskirts of town, so management decisions affect the wellbeing of Hutto's citizens. For three years, the city has received a solid waste grant from the Capital Area Council of Government, and Hutto officials have worked closely with county commissioners to create a safe and environmentally friendly atmosphere. KHB has supported the city's efforts to reduce deliveries to the landfill on several fronts: increasing awareness to reduce and recycle junk mail, e-waste recycling through Goodwill, household hazardous waste vouchers and cardboard collection at the local Farmer's Market. Through its efforts, KHB has collected 20 television sets and computers, 40 pounds of batteries and nearly 90 tons of paper; moreover, they group offered talks on to organic farming and composting at the Farmer's Market, and educated community members on KHB and its program. The group's visibility at the Farmer's Market increased their membership by more than 50 percent!

Though Hutto has experienced incredible growth in its history, the successes of KHB show the community is well-established to tackle its issues and reach their ultimate destination.

Category 5: Population 15,001 – 25,000

Landscape Award: \$180,000

Winning Community: Katy

Katy is located on Interstate Highway 10 and U.S. Highway 90 at the intersection of Harris, Fort Bend and Waller counties. Known by Cane Island more than 130 years ago, residents were slow to populate the area, which was largely comprised of rice fields. Soon enough, however, the Missouri-Kansas-Texas Railroad was built through town, and Cane Island adopted the name Katy, one of the most common nicknames for the railroad.

Growth of the town in the 19th century was slow, but steady; in the modern era, however, the former Cane Island has exploded. According to the 2000 U.S. Census, the city had a total population of 11,775. As many in the area will attest, however, the greater Katy area encompasses much more than what many residents deem 'Old Katy,' which refers to those living within the designated city limits. The Katy area is comprised of large swaths of Harris and Fort Bend counties, encompassing approximately 134,000 within a 5-mile radius, and projects for 2010 indicate even more growth.

With this surge in population, the community has had to adjust quickly, and the efforts of Keep Katy Beautiful have been crucial in that process. KKB's Don't Mess with Texas Trash-Off event resulted in the disposal of 76,000 pounds of trash. Volunteers racked up nearly 270 hours of work, ultimately clearing 21 miles of road and 86 acres of park land. The group maintains 11 Adopt-a-Spot locations throughout town and works with the Harris County Municipal Utility District to host household hazardous waste collection events. Moreover, KKB was instrumental in helping craft and pass a local dumpster ordinance, which resulted in nearly 160 waste containers being leveled and fenced.

One of KKB's largest initiatives, however, may be the Katy Play Station at Katy City Park, an all-inclusive, accessible space with features for children of every ability and capability levels, including those in wheelchairs and walkers. Working with KKB, the city's Parks Department identified a tremendous need for a new play space to utilize and improve an unsightly area that would accommodate the needs of Katy's handicapped children. In addition to the myriad of play equipment, the station also caters to those who have debilitating hearing and sight restrictions, and offers play panels for children with learning and cognitive disabilities such as autism.

The Katy Play Station is constructed of all recycled materials, including benches, waste cans, equipment and 114 tons of recycled protective surfacing; the project brought the entire community together in its efforts to raise funds, solicit donations and publicize its development. KKB was able to turn a once undesirable, blighted area into a source of inspiration of the entire city, a feat that proves definitively the fields of Cane Island can nurture more than just rice.

Category 6: Population 25,001-40,000

Landscape Award: \$210,000

Winning Community: Lake Jackson

Residents of Lake Jackson have accomplished a myriad of things since its humble beginnings. Created to provide a settlement for the thousands of Dow Chemical employees flooding Brazoria County in the early 1940s, Lake Jackson was the brainchild of Dr. A. P. Beutel, general manager of Dow Chemical's Texas Division. Dubbed the 'City of Enchantment,' the city's roadways offer the casual visitor a quick, but thorough, botany lesson; many of them are named for fruit and flora, ranging from the commonly seen pine and oak to the more creative tangerine and habanero.

Unlike many communities, the streets of Lake Jackson ignore the standard grid pattern, instead curving and winding through the city. Far from a random decision, however, the story behind its streets dates back to its planning phase -- when the first bulldozers arrived to clear land for the new city's roads, crews were given strict orders not to remove or damage native trees, many of which are still standing nearly 70 years later.

Given the city's reputation for protecting the environment, it should be no surprise that volunteers with Keep Lake Jackson Beautiful stay motivated in their work. Incorporating their "KLJB...Unplugged" theme, KLJB solicited around 375 volunteers during the Don't Mess With Texas Trash Off, in addition to more than 30 BASF Adopt-A-Highway helpers. The group worked a total of 1,205 hours, ultimately collecting nearly 100 bags of trash, 66 bags of recyclables and 40,000 pounds of electronic waste. On a related note, KLJB's kickoff for the two-month long Great American Cleanup was the first ever Servolution, held in collaboration with BrazosPointe Fellowship Church. The event catered to 750 community volunteers, who spent more than four hours planting trees, painting and rebuilding houses, mulching playgrounds and planting roses.

But Servolution volunteers weren't the only group to exemplify a renewed energy; as the one-year anniversary of Hurricane Ike approached, the entire Lake Jackson community rallied together to address the destruction the Category 3 storm left in its wake. Ike devastated Texas' Gulf Coast region in September 2008, ranking as the third costliest hurricane in American history. Some estimates assert that Lake Jackson alone lost more than 75 acres of trees; yet, KLJB ignored the ugly statistics and forged ahead in their efforts. The group organized hurricane-related cleanups that ultimately netted over 125,000 cubic yards of yard waste to be burned or mulched; the mulch was then used in all city landscaping projects and offered free of charge to local residents. Much of it was also used as a cost saving measure as the city worked with the Texas Department of Transportation to complete one GCAA-related landscaping project along Hwy. 288.

With two GCAA wins under its belt, KLJB and the city of Lake Jackson are showing quite clearly just how enchanted their community is.

Category 7: Population 40,001-65,000

Landscape Award: \$250,000

Winning Community: Cedar Park

Cedar Park is one of the fastest growing cities in central Texas. In 1990 the U.S. Census showed a population of just 5,161, but current estimates put that number in excess of 56,000. This massive population boom has resulted in a variety of new businesses and activities, making Cedar Park a great place to be. The city is now home to the Texas Stars, an American Hockey League affiliate of the Dallas Stars, who reached the playoffs in their inaugural season! Far from being a one-trick pony, Cedar Park offers visitors and residents the chance to take a ride back in time with the Austin Steam Train, hike along the San Gabriel River, revisit historic central Texas at the Cedar Park Heritage Society, or explore a cave and watch as the bats exit at dusk.

The city formed the Keen on Clean program in 2006, in the midst of its population boom, to ensure the city meets its challenge of accommodating new arrivals one ever level. At its inception, KoC depended on the work of just six non-paid individuals; today, it succeeds due to a coalition comprised of more than 310 individual volunteers, 27 community groups and over 62 businesses. Those involved clocked more than 1,800 volunteer hours in 2009, an increase of nearly 30 percent over 2008; they conducted nearly 30 cleanups as well, removing 100 tons of debris from the community.

KoC worked hard in 2009 to reach its goal of educating the entire Cedar Park community, creating and/or sponsoring programs to touch every segment of society. The group formed the Kid's Keen on Clean program in 2007, ultimately launching eight environmental education programs that encourage the expansion of sustainable elementary and secondary school programs for environmental science and technology. In the same vein, KoC created the *Yes We Can* recycling initiative, targeting five local schools; 20 bins for aluminum recycling were installed, resulting in more than 10,000 pounds of aluminum being diverted and recycled.

In order to address the needs of local business owners, operators and developers, KoC also developed its Green Team program, which educated citizens on green living and commercial litter issues. The team also worked with area business on codes and regulations, and reinforced working relationships to encourage recycling, reuse and reduce methods. To date, nearly 20 area businesses have joined the KoC Green Team, pledging to uphold a stringent set of commercial waste and litter standards.

Many more people contributed to the city's litter reduction goals by getting into the trenches – working alongside partners such as Texas Disposal Systems, Red River and Goodwill, KoC held a solid waste management event that resulted in 50 square miles being cleared, encompassing nine surrounding cities. In total, volunteers removed 96 tons of trash, 6,000 pounds of electronic waste and nearly 30,000 pounds of household hazardous waste. No doubt the city of Cedar Park and its KoC program will continue to pay it forward in 2011, creating an ideal space for the thousands who visit, and the thousands more that stay.

Category 8: Population 65,001-90,000

Landscape Award: \$270,000

Winning Community: North Richland Hills

With a name like North Richland Hills, this community of more than 65,000 residents sounds like an offshoot of a larger, more prosperous place. Ask any of its residents, however, and they will undoubtedly tell you that their town stands in the shadows of nothing. Considered a part of the Dallas/Fort Worth Metroplex, North Richland Hills began in 1848 with a land grant and the steady arrival of 600 families; agriculture reigned in the region for more than a century, but the area received a facelift when a local dairy farmer chose to subdivide his 268-acre farm. The city officially incorporated in 1953, after the nearby town of Richland Hills opted not to annex the acreage to their own city. Residents have never looked back, and members of Keep North Richland Hills Beautiful have done all they can create an environment that is the envy of all.

In 2009, KNRHB's main focus was reaching out to the local community. The group's Green Teens program targeted 35 percent of the city's population through intensive education and marketing campaigns directed at local businesses and students at Birdville High School. Students produced a comprehensive public awareness campaign that utilized the Internet and social networking tools such as Myspace, text messages, and video chats and podcasts, in order to educate their peers on KNRHB and its environmental activism. The group also hosted the first ever Recycle More art contest, which sought to engage nearly 1,000 students in age-appropriate activities on litter prevention and recycling.

In the wake of a litter index survey, KNRHB gathered nearly 245 volunteers for a series of Adopt-A-Spot cleanup events. Individuals donated 2,500 hours over the course of 14 cleanups. KNRHB also distributed over 80,000 pieces of litter prevention materials throughout the year; as a result, the North Richland Hills community came together to ultimately fill twenty 30-yard containers with litter and bulky waste. Properties that were consistently in violation of city codes were cleared of debris. Subsequent events held during the Great American Cleanup and Trinity Trash Bash resulted in fewer code enforcement complaints city-wide, as well as a cleaner stretch of a local roadway.

As a part of KNRHB's beautification efforts, more than over 100 trees were planted as a part of the city's Tree Planting Program, and local artists were recruited to design original art pieces for existing traffic signal boxes as part of a signal art program. Additionally, KNRHB partnered with the city's Neighborhood Initiative Program to proactively involve local citizens in efforts to keep their communities clean. The NIP promotes basic property maintenance among the citizenry, higher community standards and increased investment in the community. Since its inception, volunteers have completed more than 300 NIP projects, benefiting elderly, disabled and lower income residents, as well as single parents.

North Richland Hills has grown substantially since its incorporation, but KNRHB has shown that basic ideals such as community pride and civic involvement are just as important today as they were amid those 600 families who settled the area.

Category 9: Population 90,001-180,000

Landscape Award: \$290,000

Winning Community: Sugar Land

Sugar Land began as a company town and has thrived as a company town; this sweet little city is one of the fastest growing in Texas, having experienced a 158 percent jump in population between 1990 and 2000. Though the official town was not incorporated until 1959, Sugar Land has existed since the mid-1800s, when Stephen F. Austin granted a tract of land to Samuel Williams, who soon realized that sugarcane could thrive. The plantation was originally called Oakland, due to the variety of oak trees on the land, but the acreage was renamed Sugar Land in the 1850s, once new owners began operating a sugar refinery. A post office and railroad soon followed, but its credentials as the land of sugar were burnished in the mid-1900s when two investors purchased Sugar Land Plantation to begin the Imperial Sugar Company.

Though it's been a while since Imperial Sugar stood as the only employer in town, the residents of Sugar Land are still buoyed by their strong work ethic and commitment to excellence, and the volunteers of Keep Sugar Land Beautiful are a testament to that fact. The group first won the GCAA in 2001-2002, and after several years of scoring 90 or higher, KSLB has come roaring back in 2010. The organization nurtures nearly 80 active partnerships with local businesses, schools and community organizations. In 2009, KSLB secured funding to establish an aluminum can and PET recycling program, aimed at six local schools. More than 11,000 students were reached, and recyclables were collected twice weekly.

KSLB's successes show there is strength in numbers – the group sponsored 26 Adopt-A-Spot sites, which are cleaned quarterly. Throughout 2009, more than 300 volunteers collected in excess of 2,200 pounds of litter. During the Don't Mess With Texas Trash Off, 516 volunteers worked 1,320 hours at 60 different sites around town, ultimately collecting nearly 4,600 pounds of debris. KSLB was equally successful at its waterway cleanup events; after 35 hours donated to the Texas Watery Cleanup Program, 20 volunteers cleared more than 1,100 pounds of trash in a two-mile stretch of waterway.

KSLB also held several beautification events throughout the year; the most hotly anticipated was the third annual Trees Across Sugar Land, which sought the reforestation of Sugar Land Memorial Park. Nearly 700 volunteers planted 20,000 native hardwood saplings and 320 five-gallon native trees, totaling more than 2,100 hours of work. During RePlant TX, another signature event, 230 five-gallon native hardwoods were planted and mulched by 302 volunteers to replace trees lost to Hurricane Ike. The group also educated the community on the importance of recycling, pushing individuals to be proactive in donating items and diverting them from landfills. An Earth Day recycling event garnered more than 7,000 pounds of materials, including electronics, paper, eyeglasses and household items, while an extra push around the holidays resulted in more than 1,000 Christmas trees being ground into mulch.

CNNMoney.com ranked Sugar Land on its Best Places to Live list for 2008, and it isn't difficult to see why; with a growing economy, flourishing population and groups like KSLB keeping the community pristine, its star shines as brightly as so many sugar crystals glinting in the Texas sun.

Category 10: Population 180,001 and up

Landscape Award: \$310,000

Winning Community: Irving

Named for noted American author Washington Irving, best known for penning *Rip Van Winkle* and *The Legend of Sleepy Hollow*, the city of Irving was founded in 1902 as an ideal railroad town for those who would utilize the train route between Dallas and Fort Worth. More recently, Irving is probably best known as the home of the championship Dallas Cowboys and the iconic Texas Stadium. Though many Texans were excited to christen the new, cutting edge Cowboys Stadium, built in 2010, citizens of Irving no doubt had difficult saying goodbye to a historic icon. And while Keep Irving Beautiful hasn't been around as long as Texas Stadium was, its accomplishments are already earning accolades from Irving citizens and a valuable place in the city's history.

During 2009, KIB forged a strong relationship with Irving's Parks Department; it became standard policy that any Parks Department event was held in concert with KIB, which resulted in more than 70 green events and the collection and diversion of 2,540 pounds of recyclables. The largest co-sponsored event was 'Music and Magic on Main Street,' which attracted over 5,000 visitors and 70 vendors. Twenty recycling stations were created and around 600 fabric shopping bags emblazoned with 'Think Green...Be Green' and sewn by local volunteers were distributed to encourage residents to reuse.

Ten years ago, KIB was instrumental in helping the Irving Independent School District launch a pilot paper recycling program; those successes recently resulted in the school district being chosen as the first district in the Southwest to participate in a pilot aluminum recycling program. By using recycling bins for both paper and aluminum, IISD schools recycled more than 1.8 million pounds of paper and 28,000 pounds of aluminum in 2009, saving the district \$120,000 in waste removal and litter pick-up costs. Moreover, students, teachers and IISD staff spent over 30,000 hours participating in recycling activities!

The group also worked closely with the city in its beautification efforts – through the previous year, Irving planted 935 trees, 182 of which were transplanted from construction projects instead of being bulldozed. The city also added approximately 164,000 flowers and other flora around town, with more than 64,000 of them being Texas natives. Irving has taken the initiative to renovate its flower beds from annuals to Texas natives, with a goal of 80% natives through 2012; moreover, any new landscaping projects the city undertakes will feature only Texas natives.

Additionally, the entire Irving community came together under the guise of the Texas Waterway Cleanup Program, as KIB helped host the 18th annual Trinity Trash Bash -- despite a steady downpour of rain, more than 400 volunteers collected over 200 pounds of trash and 510 pounds of recyclables. And if all that weren't enough, KIB's efforts for the Don't Mess With Texas Trash Off resulted in 129 volunteers participating, and approximately 2,820 pounds of trash and 920 pounds of recyclables collected. On the same day, the Irving Lake Association held its semi-annual Vilbig Lake Cleanup, which, combined with their fall clean up, netted an additional 5,400 pounds of trash.

With such accomplishments stacking up, KIB is showing all of Texas it's not just a championship football town.