



Staff Report

AGENDA ITEM REPORT

DATE: March 4, 2026

SUBMITTED BY: Krystal Hasselmeier, Planning

ITEM TYPE: Agenda Item

AGENDA SECTION: CONSIDERATION OF AND ACTION ON

SUBJECT: Coca-Cola & Keep Texas Beautiful Earth Day Clean-up Event April 24, 2026.

BACKGROUND: Coca-Cola Southwest Beverages (CCSWB) is seeking volunteer engagement opportunities for its staff across Texas in April. To help meet those objectives, CCSWB is offering a generous opportunity for Keep Texas Beautiful affiliates to partner with local CCSWB employees at a cleanup event.

The goal is to facilitate a cleanup event in April, connect with your local CCSWB bottler to help promote the event, and drive volunteer engagement among their employees. This can be a new cleanup event, or it can be an existing cleanup event that's already on your calendar. Affiliates will receive a \$300 grant to support their cleanup event however they choose. After successfully completing the event and reporting, affiliates will receive an additional \$1,000 contribution from CCSWB.

Staff Liaison has communicated with the local Coca-Cola community representative, who is planning to host a clean up along the streets around their local facility on April 24th from 9a-noon. It is estimated that a total of 10 Coca-Cola staff members will be participating. KECB members that are available during this day should plan to attend.

SUGGESTED ACTION:

ATTACHMENTS: