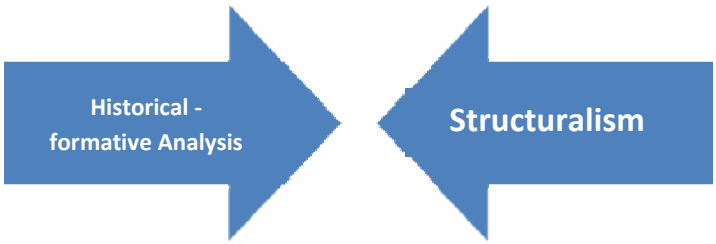
Introduction

With the development of urbanization and population growth, one of the most important issues to local management activities is optimal management of generated waste. Nowadays, with the rapid growth of urbanization, rising income levels and rapid economic growth and social welfare of the community and the country in addition to increasing the quantity and amount of waste, changing consumption pattern has led to an increase in the quality of generated waste. This should concern all people, especially from the local management thinking in order to deal with these risksthe necessity of awareness in relation to the various stages of this subject and local management attention, as waste authorities management on the one hand and the lack of educational - functional resources in the hand shows the necessity compiling and reporting the scientific content of this field. Mashhad metropolis suffers from numerous problems. These problems can be categorized in various fields such as economic, social, cultural, environmental, etc. One of the key issues in the field of Mashhad urban management is to provide a healthy environment for urban governance like Mashhad. Many other issues, in Mashhad, are also directly relevant to this case. It should also be noted in particular that today's debate on the waste management can be assessed by different factors such as health and environmental issues, economics, engineering, business and marketing, safety, etc. This is due to increase in waste production and disposal limitation. Local management has the potential legalization to develop comprehensive program for services in the city of Mashhad. This research formed the basis of the answers to this question that can strategic plan be a new strategy to improve urban services in metropolitan activities introduced? Preliminary studies indicate that, for various reasons, including the partial structure of management functional Segregation, political fragmentation, lack of necessary studies, and short-term goals, lack of comprehensive intention failed to meet the planning actions and thus poor integrated urban management.

Materials and methods

As methodological and theoretical terms, this study is based on the structural and historical analysis.



Structural analysis, investigates the composition and relationships of the components of a system. Historical – formative evaluates the general recognition or discovery of causal relationships and explain the spatial and temporal progression (stages) structural and functional changes in political, social, economic and natural environment of a phenomena.

In the present study, as well as in the implementation process, the emphasis is on being strategic. In strategic approach to planning, major differences with traditional holistic approach that focuses on identifying and analyzing key issues and implementation issues are among them.

Finding and results

According to reports, the challenges facing local management in Mashhad are examined. The division of the structural and functional aspects of Mashhad Municipality was investigated. And in the same division, based on codification strategies of large municipal utilities built. In this section an overview of the macro-strategies and strategies are presented in the table.

Table 1. Local utilities management strategies; (Research findings).

Strategies	Macro Strategies	Area
-Planning to develop green areas in Mashhad -Using appropriate and efficient methods to clean up the streets	A- the cleanliness, greenness and beauty of space	Urban Service Areas
-Proper disposal of waste and recycling - Regulatory Sewage Systems	B - Regulatory status of waste disposal and sewage system	
- Plan to improve the culture of consumption	C - regulation of consumption	

In Table 2, the goals associated with each strategy with the objectives of the strategy are explained fully or partially. Compositional strategies include those strategies that combined or consolidated basis or simultaneously adopting a strategic decision to be enforced. As was stated in the proposed research strategy based on SWOT analysis is presented.

Table 2. SW

OT aspects of local management utilities;(Research findings).

	Opportunities	Quality objectives
-The problem of air pollution in Mashhad, non-standard production cars and mismanagement in the energy sector -Types of Noise -Non-organize wastewater treatment system and threaten groundwater reserves Failure to use scientific methods in social psychology to influence .consumption patterns of citizens Annual growth of about 5 percent of the waste	-Regulate the disposal of non-encapsulated and non-use of urban land - To bring order to the regulation and supervision of urban infrastructure .systems -To expand the scope of the duties and powers of the Supreme Islamic Council in collaboration with the .provinces -Potential for Local Administration in coordination and cooperation with other enforcement agencies in .town - Possessing adequate resources to strengthen the culture and environment of the citizens of the city.	
S-T Strategies	**S-O Strategies**	**Strengths**
The proper disposal of waste and allowing for greater recycling and .citizenship education	-Planning for the development of green space - Using Optimal and efficient methods for clearing pathways	-Statute of on the City Council -The task of providing local management, construction and maintenance of health services in the town -High quality of municipal services through new methods such as mechanization - Licensing of facilities for recycling and conversion of materials into municipal projects - Regulations require municipalities to provide municipal services at the expense of code execution and how to organize the collection and disposal of construction debris

T-W Strategies	O-W Strategies	Weakness
-Planning and coordination to reduce noise pollution in the city of Mashhad - Plan to solve the problem of air pollution in the city of Mashhad, and the limited water resources	-Accelerated organize of sewerage systems in Mashhad -Plan to improve the culture of civic groups, especially young people, in relation to urban resources	-Passive role of local management in environmental management and development -Modern methods of addressing the issue of municipal solid waste collection and disposal to prevent environmental pollution and income for the disposal of waste - Council due to the destruction of forests, gardens and green space in some parts of the city - Cleaning is not desirable in many public places

Conclusions

The city is the cultural center of the potential; it can be desirable to provide a living for its citizens when be safe from an environmental perspective. Running a multimillion cities like Mashhad, with no recognition of a hierarchy of needs and community needs and prioritize their needs would not be possible. Meanwhile as a cultural center in Mashhad Iran, over the past few decades has developed significantly and has become one of the major cities in the Middle East and even the world. The city, like all large cities in developing countries, faces serious problems in some cases; these problems are evaluated threatening and very dangerous. This local management task makes it very dangerous. Active local management specialists can recognize critical needs of the people and the city. In order to respond to them through policy, oversight and strategic planning, underlie effective measures to improve the environmental situation. Metropolitan management, such as Mashhad, with the city's growth and development requires a comprehensive understanding of the situation and correctly oriented, material resources and suitable strategies. To do this, the local management should discover the needs of the people and with careful dissection and expert scientific analysis to provide context to provide appropriate strategies to solve problems.