

**Peace Regional Waste Management
Company**

**Strategic Plan
2016**

Vision Statement

“We are a leader in environmentally responsible waste management programs and services.”

Mission Statement

“To provide environmentally responsible, non-hazardous waste management services for our municipal members, our residents and businesses.”

Guiding Principles

- *Continue to meet or exceed environmental standards required to be leaders in waste management;*
- *Maximize beneficial reuse of waste;*
- *Educate the public on environmentally sound waste management practices;*
- *Strike a balance between strategic economic risk and successful business operations;*
- *Explore responsible expansion and marketing opportunities.*
- *Be an employer of Choice*

TO BE AN EXEMPLARY NEIGHBOR

- ✓ Develop a litter mitigation plan
 - Litter mitigation plan is in place and ongoing.
- ✓ Visual / Aesthetics
 - Tree barrier planted along west fence line by June 2016
 - Improved area – yard housekeeping plan on going
 - Mowing external ditches
 - Common color scheme - Paint Chemical shed to match shops by August 2016
- ✓ Final concept plan
 - Develop Final Concept Plan e.g. agriculture – hay/grazing, golf course, wildlife
- ✓ Promotion / Education
 - Website development – completed with ongoing changes to keep fresh
 - Advertising – take advantage of strategic advertising
 - School Tours - ongoing
 - Develop a public relations program
 - Publish Yearly Accomplishments on Website
 - Explore and research the possibility of eliminating single use plastic bags in the Region.

TO INCREASE WASTE DIVERSION

- ✓ Promote waste diversion through an enhanced public education & awareness program
- ✓ Hire someone for the public awareness program
- ✓ Establish a backyard composting program to begin March 2016
- ✓ Develop an accurate waste diversion database to begin March 2016

IMPROVE SERVICES TO SOLID WASTE AND RECYCLING CLIENTS

- ✓ Evaluate all recycle depots locations and bins
- ✓ Investigate alternate strategies to collect recyclables (i.e. bottle depot)

Replace/Maintain Transfer Stations

- ✓ Purchase more bins to replace old bins at a rate of 8 bins per year
- ✓ Evaluate transfer station operations to ensure resident's needs are being met annually

Improve communications among member municipalities and public

- ✓ Annual review of the Agreement by all partners, with updating as needed. Schedule a meeting for fall 2016
- ✓ Review other PRWMC policies at fall 2016 meeting.
- ✓ Website www.prwmc.ca - Ongoing updates and changes.
- ✓ Develop a coordinated communication/marketing plan.
 - Annual ECO Centre Volunteer Appreciation and Open House to coincide with Alberta Waste Reduction Week.
 - Annual Eco Centre Roundup of Electronics, HHW, and Paint. To be coordinated with Alberta Recycling.
 - Enter a booth in the Peace River & District Chamber of Commerce trade fair in 2016.

Increase financial stability

- ✓ Periodically review recycling markets & strategic partnerships with the assistance of Alberta Care throughout 2016.
- ✓ Review recycling material streams for product viability when new or unusual waste streams are identified.
- ✓ Investigate other ways to increase financial stability – develop a cost optimization plan.

Review staff and training requirements

- ✓ Create a formalized list of staff training requirements and a training program by the end of 2016
- ✓ Tie pay grid to training program, qualifications and benchmarks by the end of 2016.
- ✓ Develop a safety award program by the end of 2015.

Long-term Goals & Action Steps (3 to 5 years)

Financial sustainability through increased revenue streams

- ✓ Explore alternative methods of funding. I.E. service fees, utility fees, etc.
- ✓ Recognize the oil & gas industry as a cyclical revenue stream and create contingency plans.
- ✓ Explore other group's use of the Eco Centre. I.E. non-member municipalities.
- ✓ Incorporate First Nations clients in future waste strategies.
- ✓ Investigate water disposal opportunities in 2016

Achieve MSW waste diversion of 50% of MSW tonnage

- ✓ Review waste streams for additional materials that could be viably recycled.
- ✓ Investigate an expanded composting program at the landfill.

Replace/Maintain Transfer Stations

- ✓ Establish a replacement/maintenance schedule.
- ✓ Identify costs, feasibility and the funding models to be used.