

**Peace Regional Waste Management
Company**

**Strategic Plan
2019**

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 NEIGHBOUR

- ✓ Maintain a litter mitigation plan
 - Litter mitigation plan is in place and ongoing.
- ✓ Visual / Aesthetics
 - Improved facilities housekeeping plan on going.
 - Mowing external ditches.
- ✓ Final concept plan
 - Develop Final Concept Plan.
 - Research concepts involving green energy and Waste to Energy.
- ✓ Promotion / Education
 - Website development – Ongoing changes to keep fresh.
 - Advertising – take advantage of strategic advertising
 - School Tours – ongoing.
 - Publish Yearly Accomplishments on Website.

TO INCREASE WASTE DIVERSION

- ✓ Promote waste diversion through an enhanced public education & awareness program.
- ✓ Continue to promote backyard composting in the area.
- ✓ Continue to utilize and research PRWMC's waste diversion database.

IMPROVE SERVICES TO SOLID WASTE AND RECYCLING CLIENTS

- ✓ Evaluate all recycle depots locations and bins.
- ✓ Investigate alternate strategies to collect recyclables.

Replace/Maintain Transfer Stations

- ✓ Maintain and evaluate bins annually.
- ✓ Evaluate transfer station operations to ensure resident's needs are being met annually.

Improve communications among member municipalities and public

- ✓ Continue to review PRWMC policies annually.
- ✓ 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 Show annually.
 - Host an annual Staff Appreciation barbeque at the landfill and the Eco Centre.

Increase financial stability

- ✓ Periodically review recycling markets & strategic partnerships with the assistance of Alberta Care annually.
- ✓ Review recycling material streams for product viability when new or unusual waste streams are identified.
- ✓ Investigate other ways to increase financial stability.
- ✓ Evaluate and change tipping fees as necessary.

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

Financial sustainability through increased revenue streams

- ✓ Recognize the oil & gas industry as a cyclical revenue stream and create contingency plans by exploring alternative methods of funding.
- ✓ Incorporate First Nations clients in future waste strategies.

Achieve Municipal Solid Waste diversion of 40% tonnage

- ✓ Review waste streams for additional materials that could be viably recycled.

Replace/Maintain Transfer Stations

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

Develop Greenzone Landfill

- ✓ Hydrogeological Survey
- ✓ Consultation documentation
- ✓ Investigate water disposal opportunities