

# **Peace Regional Waste Management Company**

## **Strategic Plan 2021-2024**

**Board of Directors**

**June 17, 2021**

## **Vision Statement**

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

## **Mission Statement**

*“To provide environmentally and fiscally responsible waste management services for our municipal members, our residents and businesses.”*

## **Guiding Principles**

- *Continue to meet or exceed environmental standards & practices required to be leaders in waste management;*
- *Maximize beneficial reuse and recovery 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;*
- *Ensure careful and responsible protection and management of the assets, the reputation, and the long-term functioning of the Company;*
- *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 and Closure Plan.
  - Implement new innovations that involve green energy and Waste to Energy including gasification.
- ✓ Promotion / Education
  - Website and social media presence with timely updates.
  - Advertising
  - School Tours – ongoing.
  - Publish Yearly Accomplishments on Website.

## **TO INCREASE WASTE DIVERSION**

- ✓ Promote waste diversion through new innovations.
- ✓ Continue to promote composting at the landfill.
- ✓ Continue to utilize and research PRWMC's waste diversion database.

## **IMPROVE SERVICES TO SOLID WASTE AND RECYCLING CLIENTS**

- ✓ Restructure all recycle depots locations and bins.
- ✓ Move to single stream recycling.

## **Replace/Maintain Transfer Stations**

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

## **Improve communications among member municipalities and public**

- ✓ Continue to review PRWMC policies annually.
- ✓ Website [www.prwmc.ca](http://www.prwmc.ca) - Ongoing updates and changes.
- ✓ Develop a coordinated communication/marketing plan.

- 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.
- ✓ Invite local MLA's and MP's to Landfill to improve Provincial communications

### **Increase financial stability**

- ✓ Continually review recycling markets & strategic partnerships with the assistance of Alberta Care and others.
- ✓ Transition to the EPR Program and strategies.
- ✓ 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.
- ✓ Investigate viability of medical waste.
- ✓ Recognize the oil & gas industry as a cyclical revenue stream and create contingency plans by exploring alternative methods of funding.
- ✓ Incorporate Waste to Energy in new revenue streams.
- ✓ Explore possible opportunities to include other Municipalities in alternate waste and recycling strategies.
- ✓ Implement Cost Recovery Model/User-Pay System

### **Achieve Municipal Solid Waste diversion of 99%**

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

### **Develop Greenzone Landfill**

- ✓ Maintain consultation documentation.
- ✓ Continue to monitor and report on Greenzone
- ✓ Continue to capitalize on future opportunities