

MMSWMD STRATEGIC PLAN



2019 - 2021

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MISSION STATEMENT	Reduce waste in Mid-Missouri with funding, awareness, and coordination.
WHO WE SERVE	The MMSWMD serves the local governments, institutions, businesses, and residents of Region H which is comprised of Audrain, Boone, Callaway, Cole, Cooper, Howard, Moniteau, and Osage Counties.
PROGRAMS AND ACTIVITIES	The MMSWMD accomplishes its mission with: grant calls, sponsorship funding, waste audits, collection events, communication/promotion, networking, and research.
OUR 2019 - 2021 GOALS	<ol style="list-style-type: none"> 1. Reduce Landfilled Organics 2. Reduce Contamination 3. Pursue Meaningful Waste Reduction Strategies

BACKGROUND

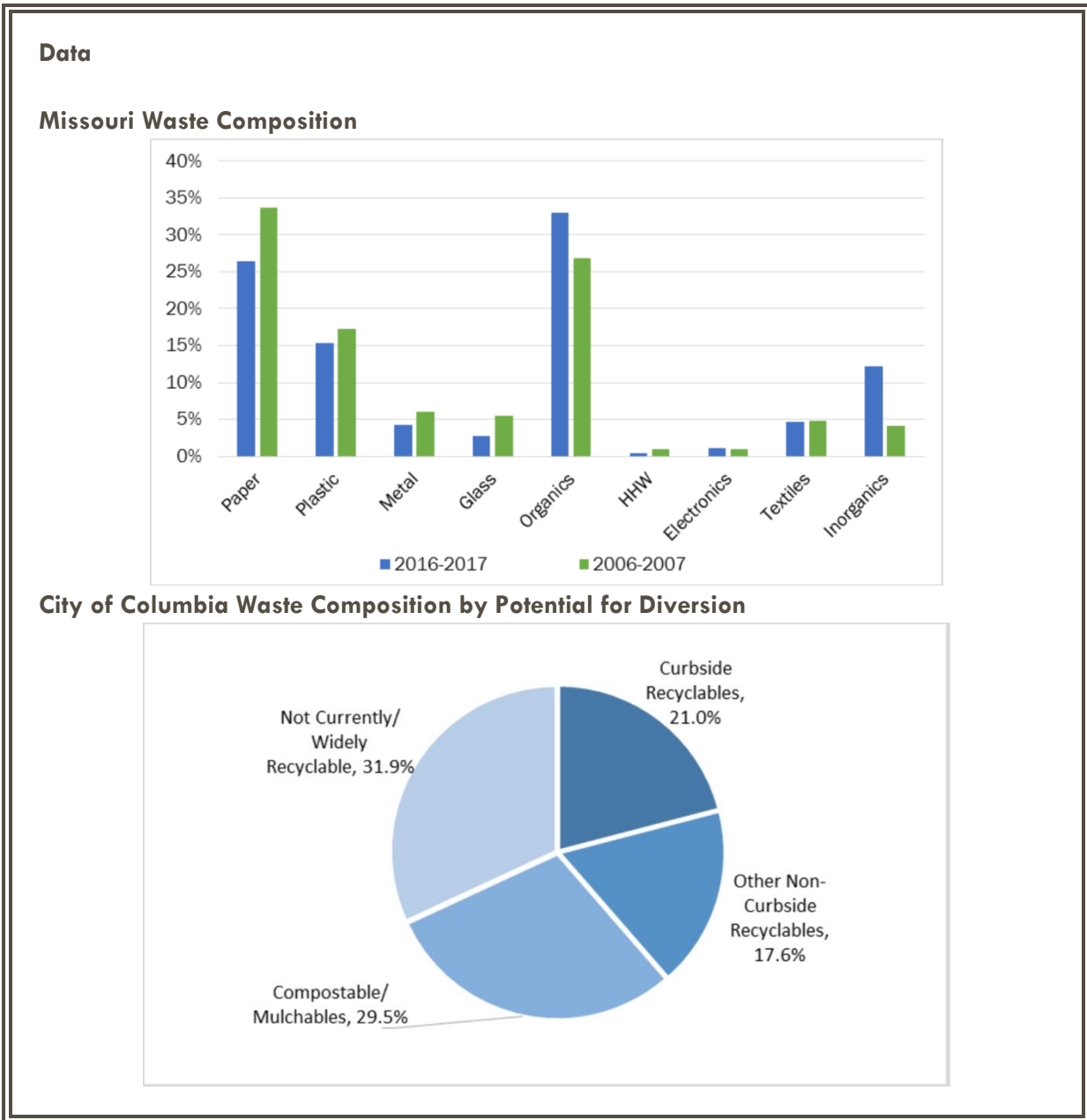
The Mid-Missouri Solid Waste Management District (MMSWMD) or District "H" was established in December of 1991, as provided for in the Solid Waste Management Law R.S.Mo. 260.100 – 260.345. The MMSWMD contains eight member counties, Audrain, Boone, Callaway, Cole, Cooper, Howard, Moniteau, and Osage. The MMSWMD's resources are dedicated to projects and activities that: reduce waste going into landfills, support waste diversion infrastructure, reduce illegal dumping, and assist with ensuring the proper disposal and/or recycling of certain materials.

The plan is the MMSWMD's first official strategic plan and was developed to focus its limited resources on the most pressing issues. This plan will help guide the MMSWMD's grant and operational funding.

Goal 1: Reduce Landfilled Organics by 5% for the City of Columbia Landfill by 2026

It is estimated that nationwide 40% of all food is wasted from farm to table. Organics, including food waste, are the greatest material by weight entering Region H landfills. Wasting food and landfilling organics not only waste energy, natural resources, and needed food, it also wastes nutrients and a potentially valuable

commodity for our region, compost. As a largely agricultural region, organics is one of the few recovered materials that can be easily collected, processed, sold, and used in the area.



Strategies

-Cultivate and support grant proposals that address the EPA’s Food Waste Recovery Hierarchy. While composting can turn the high volumes of food waste into a beneficial product it is important to value projects higher up the chain that reduce and reuse food even if they divert less waste.

Actions

- Continue relationship with Central and Northeast Missouri Food Bank by supporting projects and assisting with developing projects that enable more quality food donations.
- Cultivate relationships and projects with regional campus/facility dining services (Fresh Ideas, Public Schools, University of Missouri, Columbia College, Lincoln College, etc.)

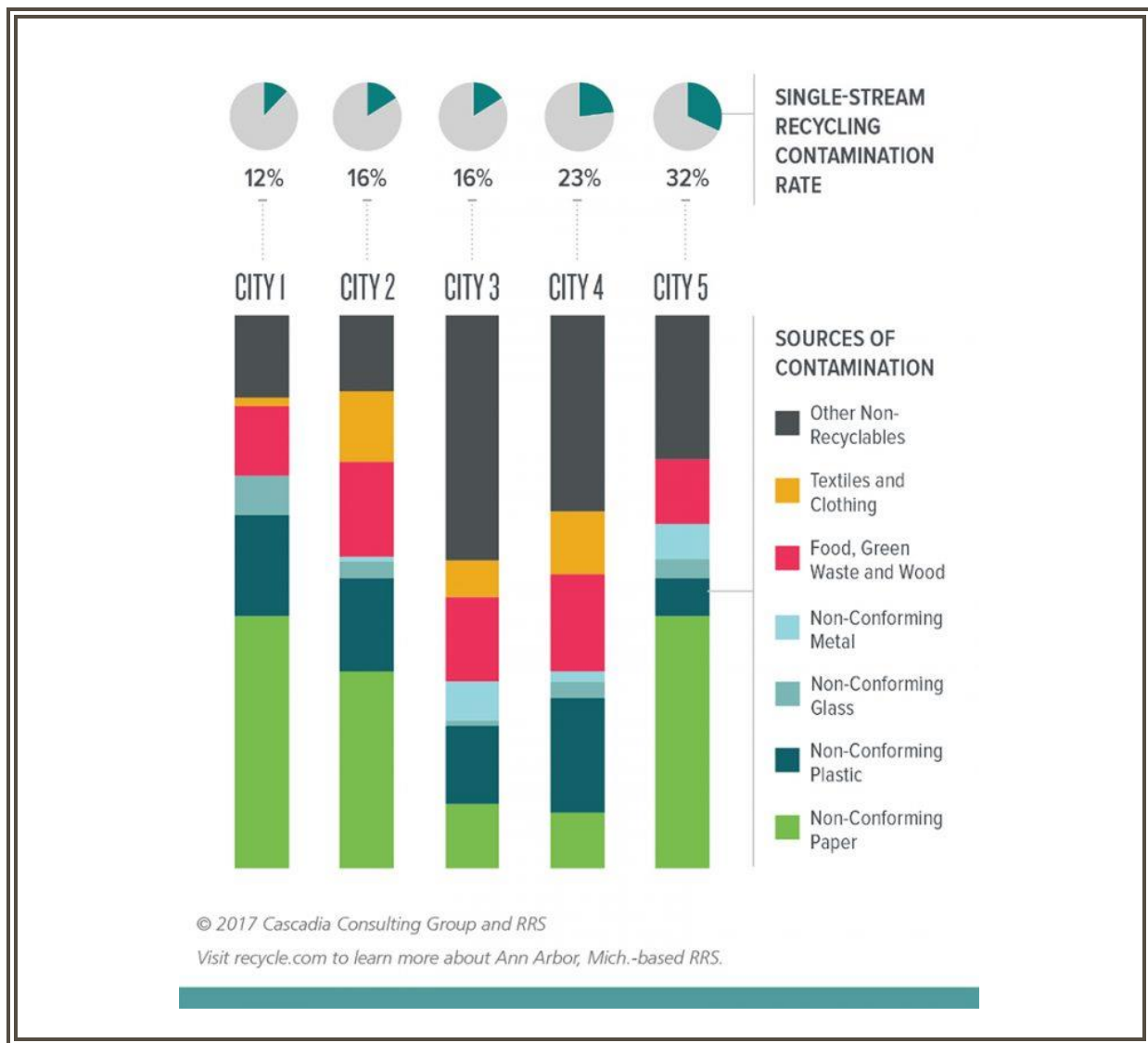
-Fund market development and research projects for the use of compost in high volume applications (land development, public projects, and agriculture). Ultimately there has to be an end market for recovered materials, and the most likely drivers for creating demand for large quantities of compost are agriculture and development.

Actions

- Seek partners and pursue funding research to examine the long term impact of compost application for various crops and pasture.

Goal 2: Reduce Contamination in Recycling Streams to Below 10%

The recycling market woes that have slowly crept up over the years have been rapidly accelerated by the effective implementation of the China Sword Initiative. The impacts are beginning to be felt in Region H and singlestream residential systems will and already are being dropped. Local governments do not have much control over transportation costs, product design, and global market forces, but we can help make our recycling streams cleaner and thus more profitable. Jefferson City's residential singlestream runs approximately a 15% contamination rate, the City of Columbia runs between 10-15%, and the rates drop-off served by Boonslick, Endless Options, Callaway Recycling Center, and Handi-Shop vary greatly from community to community.



Strategies

-Encourage grant proposals that reduce contamination not just increase participation. Our grantees have focused on projects that generate reportable increases in the waste diversion programs. MMSWMD will encourage partners to consider projects where a measurable decrease in contamination is the reportable result. Changes may be needed to the MMSWMD’s grant scoring criteria to insure that these projects fair as well as traditional diversion projects.

-Provide resources for processors and haulers to effectively communicate and educate customers and users on common contaminants. The MMSWMD made a pool of funds available to regional processors for education and promotion in FY2019. A more robust program with ready to deploy materials would be much more effective.

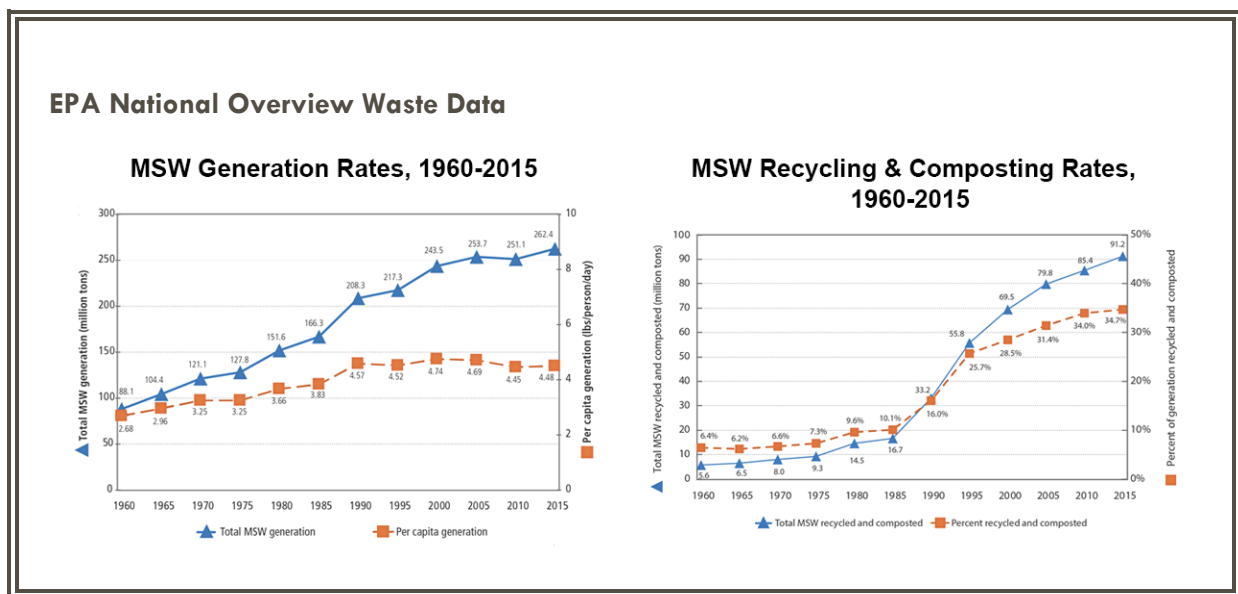
-Advocate that participating cities and counties finically support recycling processors servicing their communities. Boonslick Industries, Handi Shop, Endless Options, and Callaway Recycling Center all service recycling drop-offs in small rural communities. This service has a cost and external pressures

from depressed commodity markets, rising labor cost, and rising transportation cost could put these services in jeopardy. Communities receiving the service need to recognize the value and work with processors to insure the program is sustainable for both parties.

-Design a program for more accurate and frequent contamination data collection and reporting. Besides anecdotes we don't have great information on what are common containments and where they come from. We can be much more efficient if we know what materials we need to target and where.

Goal 3: Pursue Meaningful Waste Reduction Strategies

Despite increasing in recycling and composting rates across the country and Region H, per capita waste generation has remained steady for the last 20 plus years. Recycling and reuse are important strategies for better management of materials, but they do address the driving force behind increasing generation rates: consumption. Changing consumer and producer behavior is hard, particularly for a government body with limited funds and limited reach. Focusing on policies create an incentive to reduce waste, and hands-on educational experiences that deeply engage participants seem like the best strategies for a small regional office. Waste reduction is a new field for the MMSWMD and it is difficult to consider reasonable goals. One goal to consider would be to hold the 4.23 lbs per capita per day disposal rate for the City of Columbia flat over the life of this plan.



Strategies

-Support Missouri Product Stewardship Council’s effort to implement extended producer responsibility programs in Missouri. State legislation, local regulations, and voluntary product stewardship programs not only create better waste diversion systems, they also help create an incentive for producers to manufacture products that last longer and are easier to recycle.

-Expand Fix-it-Fairs outside of Columbia. The Fix-it-Fair program is becoming a stable program in the Columbia area. We have a good roster of volunteers and are close to acquiring a long term location. Past attempts to expand have had little success, but staff feels this is worth a more focused effort. The events offer a hands-on and deep educational experience with repair and the waste reduction. Additionally, they generate genuine messaging to the public through word-of-mouth from volunteers and media stories.

-Incorporate waste reduction recommendations in to post waste audit actions. Waste audits are another great hands-on activity that can have a deep impact. Staff has begun incorporating waste reduction actions into post audit recommendations.

-Fund annual waste composition studies for area landfills. We get waste composition data every 10 years from DNR which is beneficial but not frequent enough to measure progress for some programs. A better understanding of our waste composition could provide another data source for grant projects.

ABOUT MMSWMD STRATEGIC PLAN PROCESS

MMSWMD 2019 Strategic Plan Process and Timeline					
	February	March	April	May	June
Agree on Planning Process					
Gather Data					
Stakeholder Input					
Mission Statement Development					
Review Data					
Set Goals					
Create Strategies					
Review Plan					
Present Plan to Council					
Adopt Plan					

Agree on a Planning Process – MMSWMD staff and Executive Board agree on the timeline, process, and discussed data sources to consider.

Gather Data – Staff gathered needed data, organized data, and analyzed data for trends, threats, and opportunities.

Stakeholder Input – Stakeholders were also invited to provide input electronically.

Mission Statement Development –MMSWMD staff and Executive Board created mission statement to help frame the scope of the MMSWMD’s work and the goals for the Strategic Plan.

Review Data – Executive Board reviewed staffed prepared data, and stakeholder input.

Set Goals – Executive Board set goals for the MMSWMD to pursue during the Strategic Plan timeframe.

Create Strategies – Executive Board and staff created strategies for accomplished set goals.

Review and Presentation of Plan – Draft plan was presented to the MMSWMD Council on May 15th, 2019.

Adopt Plan – Final plan was adopted on June 12th, 2019.

EXECUTIVE BOARD AND STAFF

Executive Board

Audrain County – Tracey R. Graham, Associate Commissioner

Boone County – Tim Grenke, Mayor of Centralia, Thaddeus Yonke, Boone County

Callaway County – Gary Jungermann, County Commissioner

City of Columbia – Barbara Buffaloe, Sustainability Manager, Serves as Vice-Chair for the Executive Board

City of Jefferson – Sheri Johnston, Neighborhood Services Specialist

Cole County – Jeff Hoelscher, County Commissioner, Serves as Treasurer for the Executive Board

Cooper County – M.L. Cauthon, III, Public Works Director for the City of Boonville; Serves as Chair for the Executive Board

Howard County – Debra Miller, Endless Options CEO, Fayette

Moniteau County – Greg Robinson, County Commissioner

Osage County – John Glavin, County Commissioner

MMSWMD Staff

Ramon Garza III – MMSWMD and City of Columbia Office of Sustainability Administrative Technician

Lelande Rehard – MMSWMD District Manager

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