

New Mexico Recycling Coalition

2010 Strategic Plan

Mission: Our mission is to lead New Mexico to value waste as a resource.

Our vision:

- The New Mexico Recycling Coalition will be a public advocate as well as a professional trade organization.
- The New Mexico Recycling Coalition will support the state solid waste plan. This will include a focus on communities/region in alignment with the hub and spoke approach. Building grassroots.

What is the primary goal of the New Mexico Recycling Coalition?

The primary goal of the New Mexico Recycling Coalition is to lead New Mexico in achieving 33% waste diversion by the end of 2012.

Objectives adopted to achieve our primary goal.

Objective 1: Educate and advocate as a means to increase awareness about recycling and increase the rate of waste diversion in New Mexico.

- Strategy 1-1: Target communities focusing on hubs and spokes for providing technical assistance. Measurement: Number of communities contacted.
- Strategy 1-2: Provide professional development through certification classes, NMRC's conference, board involvement and foster community champions. Measurement: Number of cert class attendees and conference attendees.
- Strategy 1-3: Continue to provide resources for communities. Provide targeted outreach and resources to C&D, Hospitality, Organics and Business communities. Measurement: Resources developed for and provided to web, communities, business sector and for rural grant.
- Strategy 1-4: Provide NMRAM program to communities and schools, as well as a target community. Measurement: Number of participants.

Objective 2: Maintain the NMRC's funding base.

- Strategy 2-1: Maintain membership base.
- Strategy 2-2: Research and apply for 10 grants.

Objective 3: Draft and make recommendations for legislation.

- Strategy 3-1: Lay the groundwork for legislative action in 2011 session and future.
- Strategy 3-2: Hold regular Policy Committee meetings to review legislative items.
- Strategy 3-3: Host legislative stakeholder meeting.