

New Mexico Recycling Coalition (NMRC)

2019-2021 Strategic Plan

Vision: A New Mexico where waste is a resource.

Mission: To inspire New Mexicans to reduce, reuse and recycle

Core Value Statement: We believe in a beautiful New Mexico that values a vibrant and sustainable community for a better quality of life.

Objectives:

Objective 1: Promote the Value of Recycling and Waste Diversion and Reduction through Economic Development

1.1 Support the industry to create more jobs in New Mexico.

- Explore funding opportunities for economic development, local market development and job creation (e.g. organics hub and spoke recycling, fire camp recycling vendors, agricultural plastics)
- Utilize China Ban realities to promote local domestic markets whenever possible (e.g. conference, site visits, technical assistance) focusing on items that can be managed locally, such as organics and glass.
- Collaborate with potential partners, such as Delta Plastics and American Chemistry Council, for industry development in agricultural plastics recycling in New Mexico
- Review Increasing Recycling HM51 summary for potential job creating opportunities

Objective 2: Support Industry Growth through Professional Education and Training

2.1 Provide valuable training and education

- Host an additional training relevant to recycling, could include funding opportunities, grant writing, source separation for event/institutional recycling, etc

2.2 Offer tools and resources to encourage professional development

- Provide relevant resources to recycling professionals: update recycling attendant guide, develop or find composting guidebook to replace On Farm Composting book (out of print).
- Explore and implement options for alternative training opportunities, such as partnering with community colleges or universities, etc.
- Host successful 2019 & 2021 Annual meetings & 2020 Recycling Conference
- Include new items in newsletter: Board member-authored case studies (ideas best practices for source separation, organics, white page style one pagers of information). Solicit from membership – with specific topics, facility photo contest
- Explore additional training opportunities for 2019, such as Continuing Education Units (CEU) opportunities, regional roundtables hosted by NMRC Board, webinars focusing on commodities, youtube, etc.

Objective 3: Inspire the NM Public, Businesses and Municipalities to Reduce, Reuse and Recycle through Marketing, Public Relations and Education Activities.

3.1 Develop and share municipal, public and media efforts that utilize new and existing resources and incorporate both general promotion of recycling and technical assistance opportunities. Includes bringing awareness of NMRC as a professional resource and includes a social media component.

3.2 Develop Rio Grande Corridor partnership with the overall goal of standardizing messages and reducing contamination, including future vision to include the rest of the state

3.3 Seek and develop funding opportunities to bolster recycling efforts

3.4 Develop and maintain partnerships

- Schools (higher education as well)

- Other nonprofits working in NM
- Large events/venues to aid in diversion
- New state administrators
- Reuse/Reduce
- Domestic markets
- NM Dept of Ag
- Municipal League
- Association of Counties
- NMCB
- Potential funding partners

Objective 4: Guide State, Local and Institutional Policy Related to Recycling, Waste Reduction and Resource Conservation.

4.1 Serve as a leader, convener and initiator of policy initiatives and education growing pertinent local, state and institutional initiatives.

- Shepherd product stewardship legislations focusing on paint, as appropriate and necessary

4.2 Engage NMRC members, board members, community partners and other partners as advocates. Reactive vs proactive advocacy. Be prepared to act on initiatives proactively.

4.3 Advocate for and assist in setting policy to ensure institutional, local and state diversion, including recycled-content manufacturing advocacy.

- Develop members survey in 2019 to understand members' issues and needs, any updates to state recycling operations and the effects of national sword

We determined committees as the following, and we loosely assigned projects and individuals to each committee. Danita Boettner, current president, is on each committee, as are Sarah Pierpont and Juliana Ciano. For those absent, please email your committee preferences to Sarah P and Juliana C.

Patrick willing to fill in where needed

- **Policy: Danita, Patrick, Charles, Ralph, Dan, Saba, Vicki**
SM71, EPR

- **Econ Dev/Tech Assist/NMORO: Danita, Charles, Jacob, Walter, Saba**
Ag Plastics, Domestic Markets, Organics

- **Media/Outreach/Fundraising: Ski, Diane, Dana, Robert, Danita, Keysha**
To raise awareness about NMRC, radio, case studies, newsletter, membership, fundraising

- **Training: Ski, Dan, Lorenzo, Anna, Robert, Diane, Ralph, Danita, Vicki**
Conference, CEUs, partnerships, case studies, etc

2019 meeting dates

- January 23 – Albuquerque 9-1:00 Open Space Visitors Center
- March 27 – 9-1:00 Moriarty Convention Ctr
- June 6th – Albuquerque Museum (try) Annual Members Meeting + show board at least the financials, 1 hour board mtg (2 meetings)
- August 28 - Location TBD Jemez?, Abiquiu Ghost Ranch, Angel Fire, Santa Fe, Ruidoso (southern)
- November 7-8 retreat – Ghost Ranch? Jemez Springs? Where??