

# ORSWMD STRATEGIC PLAN

## Solid Waste Assets

This map depicts the solid waste assets in the ORSWMD. Assets depicted include landfills, recycling drop-off centers, sheltered workshops, and transfer stations. Information was obtained from the Missouri Department of Natural Resources and the Missouri Association of Sheltered Workshop Managers.



### Legend

#### Landfill

- IESI - Progressive Waste Solutions
- Prairie Valley Disposal

#### Recycling Drop-Off Centers

- City of Hermann
- City of Richland
- Davis Recycling LLC
- Didion Orf Recycling West
- PSC Metals
- Rolla Recycling Center
- St. Robert Transfer Station
- Tomco Metals

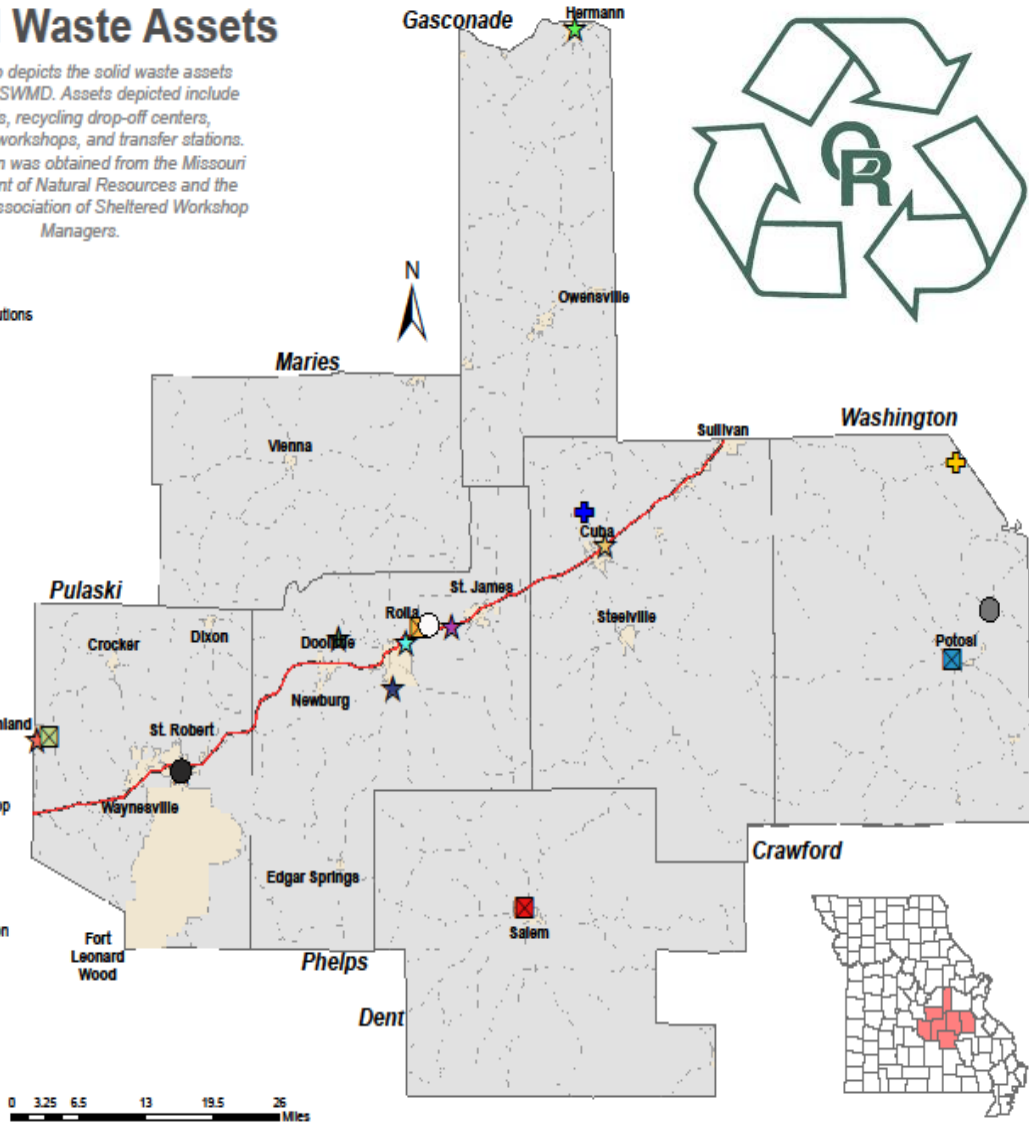
#### Sheltered Workshops

- Enhancements Inc.
- Pulaski County Sheltered
- Rolla Area Sheltered Workshop
- Scenic Rivers Industries Inc

#### Transfer Stations

- CWI - Potosi Transfer Station
- Phelps County Transfer Station
- St. Robert Transfer Station

- 44
- Highway
- City
- ORSWMD



# ORSWMD Strategic Plan

2022 - 2024

MISSION STATEMENT	Support the reduction, reuse, and recycling of municipal solid waste through education, community engagement, and grant projects.
WHO WE SERVE	The ORSWMD serves the local governments, institutions, businesses, and residents of District K which is comprised of Crawford, Dent, Gasconade, Maries, Phelps, Pulaski, and Washington Counties in south central Missouri.
PROGRAMS AND ACTIVITIES	The ORSWMD accomplishes its mission through programs that support: household hazardous waste disposal, educational curriculum and field trips for public schools, special waste collections, illegal dump investigation and cleanup, feasibility/rate studies.
OUR 2022 – 2024 GOALS	<ol style="list-style-type: none"> <li>1. Increase public awareness of the district to increase participation in waste diversion, special/household hazardous waste collections, illegal dump cleanups, and educational programs.</li> <li>2. Research regulations and the economic feasibility of new programs to improve waste diversion opportunities in our region.</li> <li>3. Increase participation from the district’s full council membership.</li> </ol>

## BACKGROUND

The Ozark Rivers Solid Waste Management District (ORSWMD) or District “K” was established in November of 1991, as provided for in the Solid Waste Management Law R.S.Mo. 260.100 – 260.345. The ORSWMD contains seven member counties, Crawford, Dent, Gasconade, Maries, Phelps, Pulaski, and Washington Counties. The ORSWMD’s resources are dedicated to providing grant funding for projects and activities that: promote waste reduction and recycling education, stimulate market development for recovered materials generated in our region, offer educational programs and infrastructure for organics management, reduce the impact of illegal dumping, and assist with ensuring the proper disposal and/or recycling of household hazardous waste and special wastes.

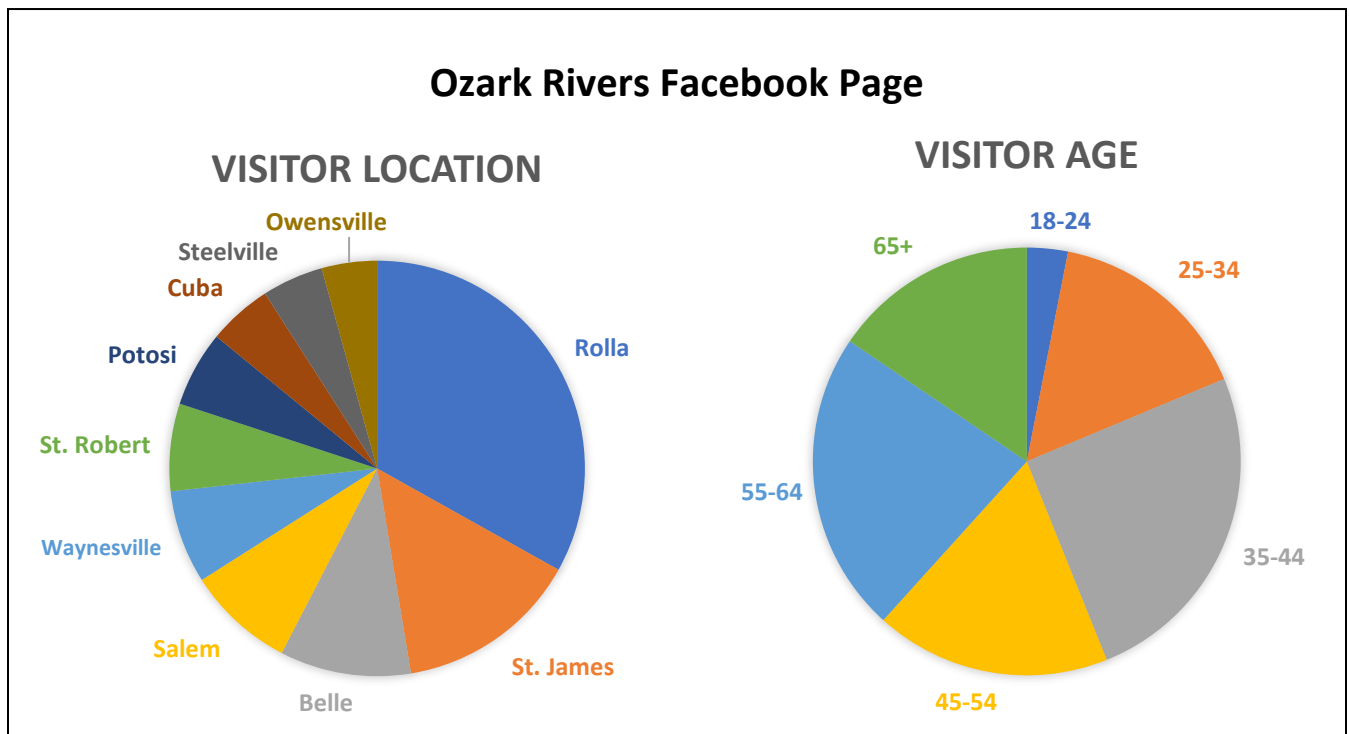
This document is the districts’ first official strategic plan and was developed to focus its limited resources on the district’s most pressing issues by developing goals and specific, measurable, acceptable, realistic, timebound strategic actions to achieve those goals.

**Goal 1: Increase public awareness of the district to increase participation in waste diversion, special/household-hazardous waste collections, illegal dump cleanups, and educational programs.**

Despite more than 30 years of service, only a limited number of people in our region know about Ozark Rivers or what a solid waste management district does. Even those who regularly utilize the services the district provides are often unable to describe what Ozark Rivers Solid Waste Management District is. At the annual Rolla area special collection event, participants were asked to “describe how this event is organized and funded”. Only 45% of respondents responded with either Ozark Rivers or MRPC. Effective marketing is essential to the success of all the services provided by the district and in cultivating a culture of responsible stewardship of the natural environment of our region.

One important facet of any successful marketing program is maintaining an effective internet presence. Internet marketing is increasingly becoming mandatory for organizations of all types. 46% of all Google searches are looking for local information. Currently a Google search for “Ozark Rivers” doesn’t list the district’s website until page 4, long after most people quit looking. The following internet user demographics were collected from the district’s online media sites to provide a baseline metric in which to measure goal success.

Outreach Effectiveness April 21, 2021 – April 22, 2022			
Facebook		Website	
Total Users Reached	38,632	Visits	8,449
Total Followers	997	Average Length of Visit	21 seconds
Period of Highest Activity	05/21, 03/22	Proportion of New Users	99.4%



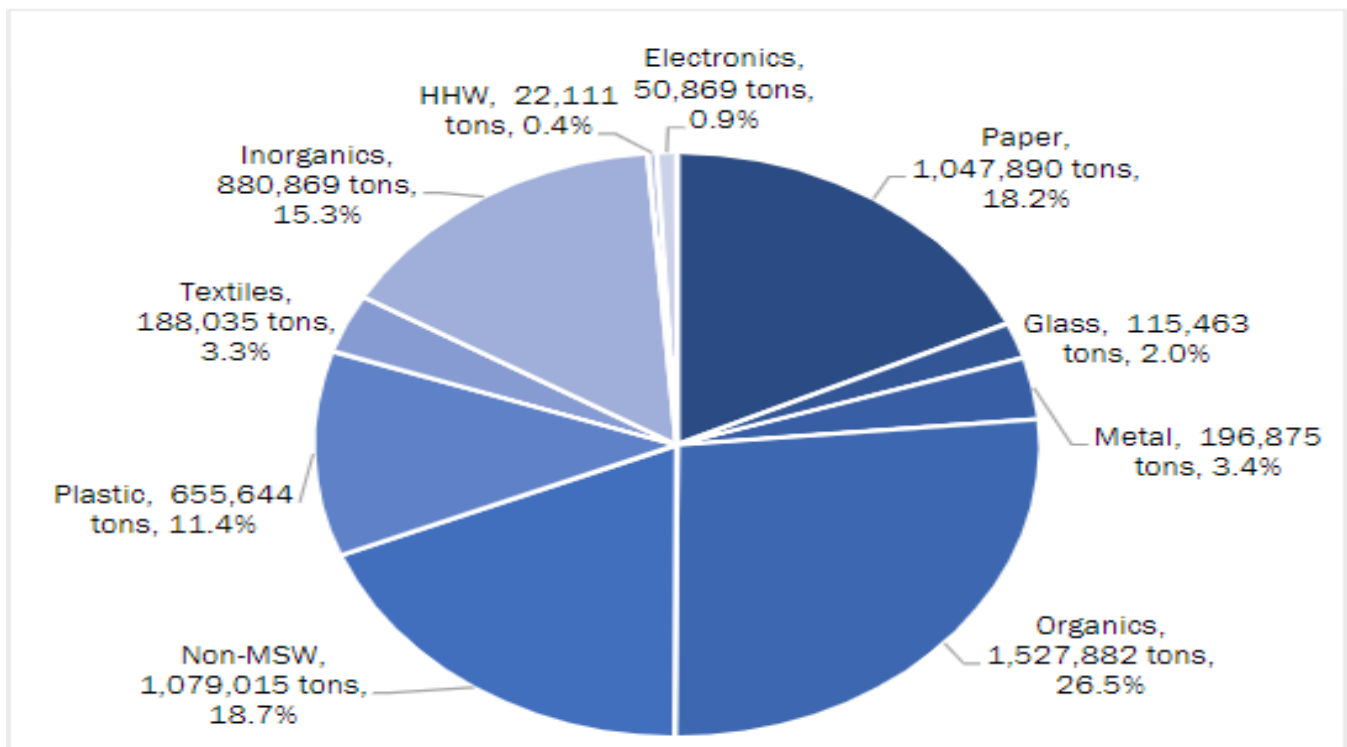
### Strategic Actions

- Perform a search engine optimization analysis of the Ozark Rivers website to increase web traffic to the site by 1,000 visits per year.
- Provide improved content on the website to increase the average length of visits by 21 seconds.
- Expand the district’s social media reach by 7,000 Facebook users per year. Social media reach is defined as the number of people that view the posts made by the Ozark Rivers page.
- Research and deliver a report to the executive board on the costs vs. benefits of re-branding the district to increase name recognition in the general public.
- Participate in public events such as parades, fairs, school events, etc. to distribute marketing materials to the public.
- Engage with extra-academic children’s groups and adult community service groups to increase awareness of the district in local jurisdictions.

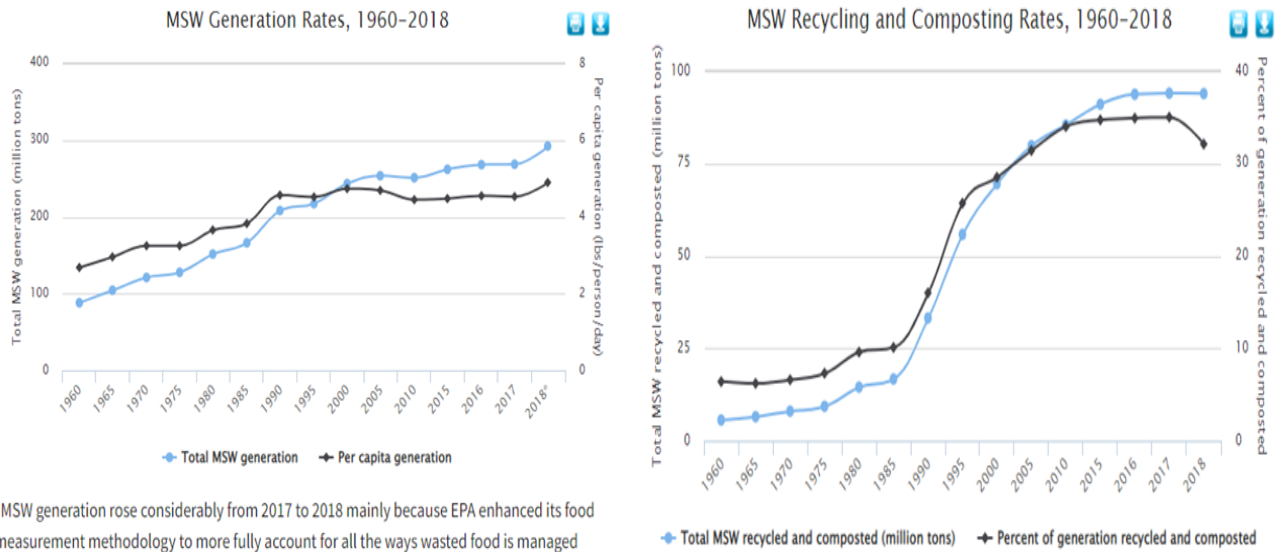
### Goal 2: Research regulations and the economic feasibility of new programs to improve waste diversion opportunities in our region.

Per capita waste generation has remained steady for the last 20 plus years across the country, even though recycling and composting rates across the country have increased. A growing population and increased consumer consumption requires maintaining a focus on all forms of waste diversion including reduction, reuse, repurpose, and recycling. The district will focus on developing new waste diversion opportunities addressing waste materials that are underutilized and those that make up a larger portion of the waste stream.

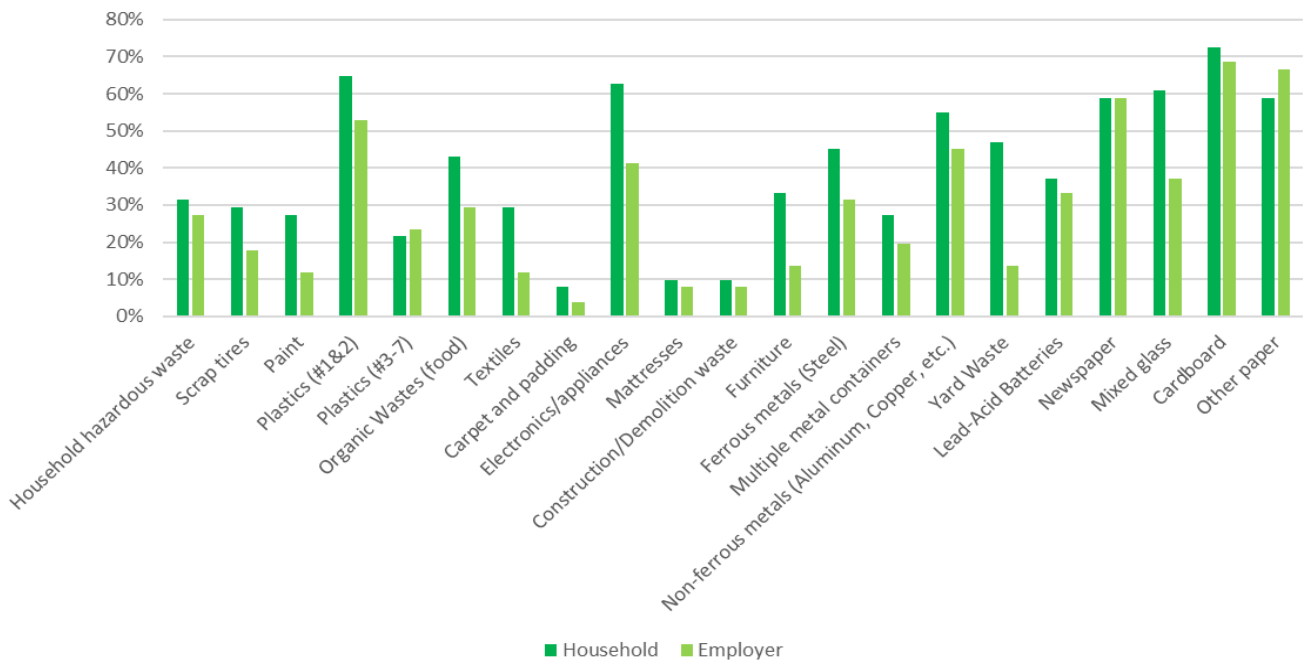
Missouri Statewide Waste Composition and Quantities Disposed



## National Municipal Solid Waste Generation and Recycling Rates 1960-2018



## Proportion of Ozark Rivers Survey Respondents who Recycle, Repurpose, or Properly Dispose of Materials

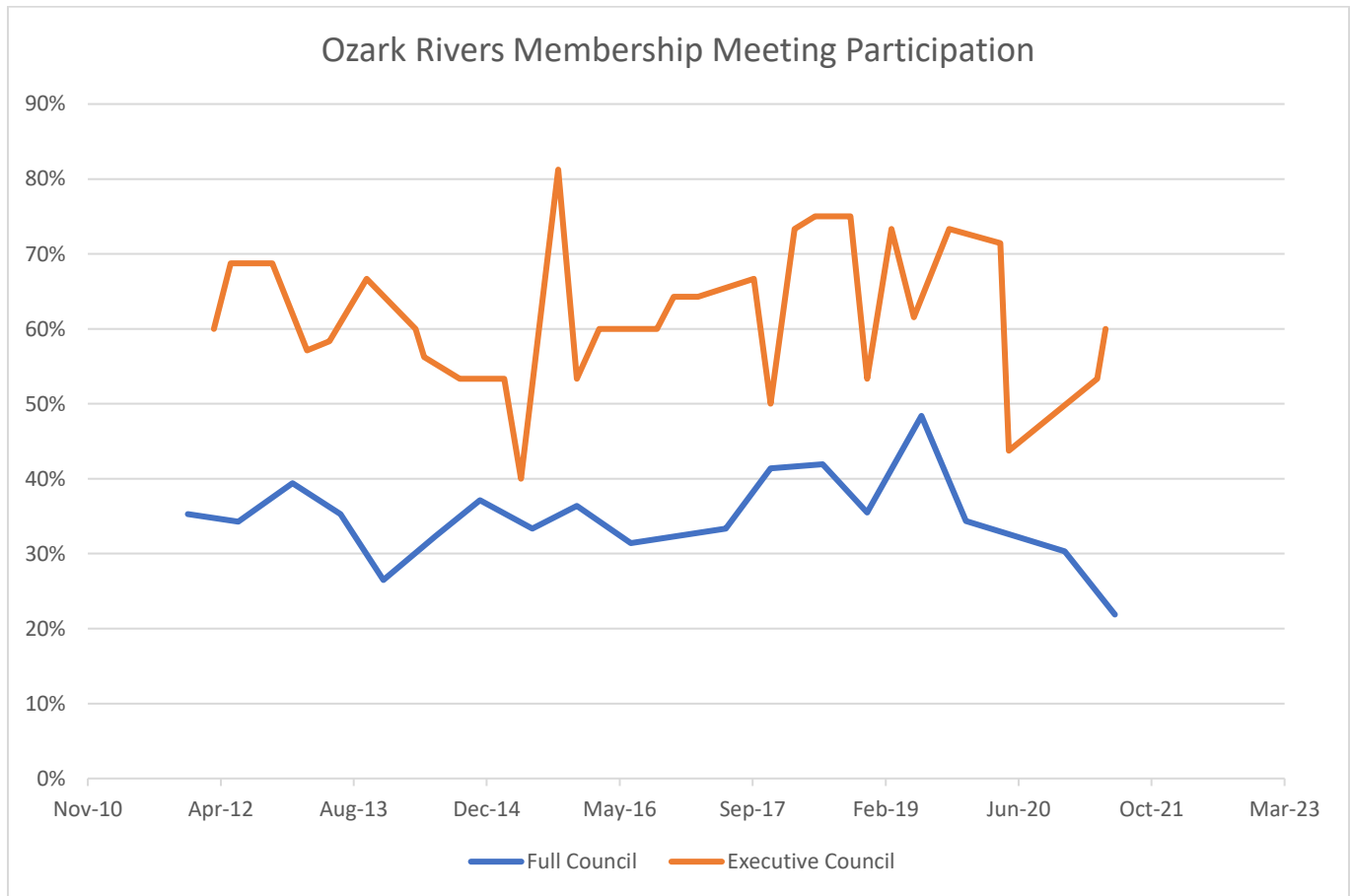


### Strategic Actions

- Perform a survey to identify one innovative organization that provides resource recovery and end market development.
- Identify one organization to pilot a waste audit program for the purpose of developing a self-assessment program.
- Complete feasibility studies on diversion programs for three targeted municipal solid waste materials for report to the council.

### Goal 3: Increase participation from the district’s full council membership.

As a volunteer organization with limited resources that services a large diverse region, Ozark Rivers relies heavily on the input and assistance of its membership. Currently the district’s full council is comprised of 33 members with 15 of the full council members serving on the executive council. Over the last ten years, full council participation has remained stable at about 35% of members attending the biannual meetings and no full council meeting had enough attendance to achieve a quorum. While the executive council meets more frequently, they have a higher average participation rate at about 60% and every meeting except two did have enough attendance to reach a quorum. It should be noted that attendance rates did decrease slightly during the height of the COVID-19 pandemic.



## Strategic Actions

- Identify members who have not been active for longer than two years and request nominations from the non-participating jurisdictions.
- Hold recruitment drives in jurisdictions with open memberships and no nominations.
- Provide a beneficial offering such as informative presentations, facility tours, etc. at the end of each full council meeting.
- Invite members to participate in public events to increase visibility of both the district and the member's home jurisdiction.
- Designate locations and hosts for one eastern and one western hub where council members could congregate to virtually connect to council meetings as a group.

## Glossary

- **Facebook Reach:** the number of Facebook users who saw any from your Facebook page.
- **Household Hazardous Waste:** Household hazardous waste is any discarded household material that is classified as toxic, flammable, combustible, explosive, corrosive or reactive. Packaging may include any of these words or “danger”, “warning”, “poison”, “caution”. Examples include cleaning agents such as bleach, ammonia or antibacterial soaps; paint products such as oil-based paint, paint thinner, varnish or paint strippers; pesticides and herbicides; petroleum products such as gasoline or motor oil; drain cleaner; furniture polish; prescription medicines, aerosols, pool chemicals, the list goes on and on.
- **Municipal Solid Waste:** Municipal solid waste (MSW) (also called trash) consists of everyday items such as product packaging, yard trimmings, furniture, clothing, bottles and cans, food, newspapers, appliances, electronics and batteries. Sources of MSW include residential waste (including waste from multi-family housing) and waste from commercial and institutional locations, such as businesses, schools and hospitals. The Environmental Protection Agency's (EPA) definition of MSW does not include industrial, hazardous or construction and demolition (C&D) waste.
- **Special Waste Collections:** events for the collection of electronics, appliances, and tires for recycling.
- **Underutilized Waste Materials:** materials that could be diverted from the waste stream that are instead being sent to the landfill.
- **Waste Diversion:** any activity, such as recycle, compost, reuse, repurpose, repair, etc., that removes materials from the waste stream.

## Strategic Plan Advisory Committee

- Brady Wilson, City of Rolla, Chairman of the ORSWMD Executive Board
- Vic Stratman, Maries County, Presiding Commissioner
- Darrel Skiles, Dent County, Presiding Commissioner
- Gary Hicks, Phelps County, Associate Commissioner
- Jim Fleming, City of St James, City Administrator
- Ray Walden, City of Salem, City Administrator
- Faith Barnes, Phelps County, Collector
- Troy Porter, Pulaski County Representative
- Gary Gilliam, City of Potosi Representative
- Kristin Tipton, State of Missouri, Environmental Improvement and Energy Resources Authority
- Greg Edwards, City of St. James, City Council
- Nancy Montgomery, St. James Caring Center
- Scott Volner, Catalytic Innovations
- Kent Bagnall, KTTR media representative
- Andrew Brown, Waste Connections
- Koran Madra, Brewer Science

## Ozark Rivers Staff

- Tamara Snodgrass, MRPC, Environmental Department Manager, Assistant Director
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- Kathryn Hawes, MRPC, Environmental Program Specialist
- Patrick Stites, MRPC, Environmental Program Specialist

## Ozark Rivers Solid Waste Management District Contact Information

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