

PROP ORGANICS COMMITTEE – 5-YEAR STRATEGIC PLANNING GOALS
Adopted by Organics Committee January 12, 2010

Focus Areas:

Membership:

- Broaden both Public and Private Sector membership and support
- Acknowledge that quality OC programs/ services will increase membership
- Realize that we can't be everything to everyone – in some cases, we may use advocacy, outreach and education to extend our reach to those that don't want to become members of the OC

Information & Communications:

- Improve use of communication tools in getting our word out
- Use GIS Mapping to reflect our members and facilities geographically
- Post regular organics articles in the PA Recycler, Rottin' News, etc.
- Help support an Organics page on PROP's website
- Provide advocacy of our business and related info. to organizations that utilize our products and services
- Find a way to fairly reflect the interests and views of a broadening membership
- Provide interesting programs, innovative ideas in the organics industry
- Become involved in a broad range of organics topics (not just composting)
- Help disseminate DEP info. on organics laws, regs, and proposed actions (e.g. a proposed organics ban at disposal facilities)
- Advertise what the OC does, to encourage wider participation

Events and Education:

- Provide quality OC programs that appeal to members and others of interest
- Schedule interesting OC roundtable sessions approx. 4 times /yr
- Move Roundtables around, from central to eastern to western PA
- Encourage continued/expanded organics track at PROP Annual Conf.
- Encourage PROP to continue to develop/ offer new organics courses, certifica.
- Continue to provide hands-on demonstrations/facility tours w/ Roundtables

Advocacy:

- Promote the interests of our constituency – look for common ground
- Advocate OC positions as appropriate on laws and regulatory issues
- Continue close OC relationship with DEP Recycling/ Organics staff, EPA and PennDOT
- Work to form alliances and build partnerships with other related organizations (egs. RMC, USCC, NRC)
- Better utilize PROP's services and interact more with PROP committees that work to promote interests similar to the OC
- Help pursue funding for programs that the OC's members can't pursue on their own

Status of Identified OC Action Items (originally presented for discussion 1-2009):

1. Finalize the OC's 5-Year Strategic Plan. **DONE**

2. Work to Incorporate the OC's Strategic Plan into the newly updated PROP 5-year Strategic Plan. **Is this needed? If so, 2010-2011?**
3. Define the OC's technical area of focus, going forward – "It's Not Just Composting Anymore" – which may include wood recovery, food waste recovery, organics processing and marketing, soil blending, anaerobic digestion, energy generation and use, greenhouse gasses, green roofs, stormwater management, biofuels, carbon credits, to name a few.
4. Have someone from the OC attend PROP Membership and Marketing Committee meetings, advocate our needs, learn from their activities. **Terry Keene will interact with Membership Comm.; Nadine Davitt is the liaison to the Markets Comm., and Dan Snowden also sits on this Comm.; Dan also serves on the Education Comm.; Patti Olenick is the designated Media Comm. liaison, but a new rep. may be needed.**
5. Have someone from the OC attend PROP board meetings, advocate OC needs and interests with the full PROP board. **Keene, Chairman of the OC, elected to Board 2010; Bob Bylone also sits on Board.**
6. Coordinate with the PROP Annual conference committee, to provide ideas and encourage organics focus. **New Food Waste Composting course (224) established 2010 and presented at PROP Conf. for CEU's; more organics track opportunities offered at 2010 Conf.**
7. Support continual organics topics in the news - identify topics and request authors for articles on various organics topics, to run in the PA Recycler, Rottin' News, etc. **(ongoing, looking for writers and articles)**
8. Encourage PROP to develop and expand an Organics-focused page on its website. **DONE - Established by PROP Staff.**
9. Identify several organizations (PA or larger) that we may be able to participate in, present a talk, and/ or staff a booth to advocate the OC's activities.
10. Identify and schedule excellent, exciting Roundtable programs across PA that appeal to a wide audience, share innovations in the industry, etc. **(ongoing, successful)**
11. Work internally/ externally to promote greater organics diversion/ utilization.
12. Work to help identify and develop (with PROP) a campaign to educate the public on the need to reduce contamination in organics recovery and management.
13. With DEP's, EPA's and other agencies' help, stay abreast of current and proposed regs and laws, and provide input on changes as appropriate. **Keene & Bylone met with DEP staff 10-2010 to initiate discussions on modifying compost permit GP's to help encourage growth of the organics industry.**
14. Work with PROP staff and Certification Committee members to support Roundtable training sessions that offer CEU's to attendees.
15. Encourage and assist in the finalization of an up-to-date GIS database of compost facilities and producers in PA.
16. Reach out to those interested in organics in PA that are not currently OC members, to encourage increased membership.