

Marathon County Solid Waste Management Board Strategic Plan Summary 2020-2025



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RESOLUTION R-18-2020

Resolution adopting the
Marathon County Solid Waste Management Board
Strategic Plan 2020-2025

WHEREAS, a Strategic Plan is a roadmap for organizational development by determining what services to provide to customers and how this is accomplished; and

WHEREAS, under Wisconsin statute the Marathon County Solid Waste Management Board is authorized under Wisconsin Statute Chapter 59.70(2) to develop, manage, operate and plan for a countywide solid waste system; and

WHEREAS, Marathon County Solid Waste Management Board has adopted a strategic plan that clarifies its mission, vision, goals and strategies to accomplish those goals; and

WHEREAS, Marathon County Solid Waste Management Board's adopted strategic plan has a short-term horizon (5 years), but will be subject to periodic updating and revision; and

WHEREAS, Marathon County has an adopted Strategic Plan that supports collaboration, economic development, environmental protection, and accountability; and

WHEREAS, Marathon County has an adopted a Comprehensive Plan that supports environmental protection and economic development; and

WHEREAS, the Solid Waste Management Board Strategic Plan 2020-2025 is aligned with Marathon County's strategic and comprehensive plans; and

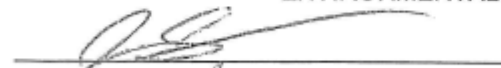
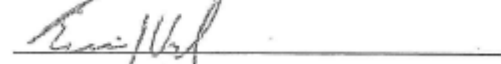
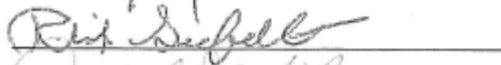
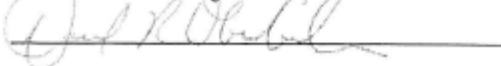
WHEREAS, the Solid Waste Management Board approved its Strategic Plan 2020-2025 at its February 10, 2020 meeting; and




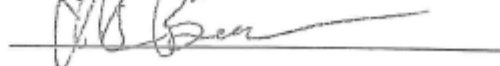
WHEREAS, the Marathon County Environmental Resources Committee has reviewed and approved the Solid Waste Management Board Strategic Plan 2020-2025; and

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of Marathon does hereby adopt the attached Strategic Plan 2020-2025 for the Marathon County Solid Waste Management Board.

Dated this 5th day of March 2020.

ENVIRONMENTAL RESOURCES COMMITTEE

Fiscal Note: Adoption of the Strategic Plan is and of itself will not result in any expenditure of County funds. The action items all have fiscal implications which will be considered and reported during the term of the Strategic Plan as part of the annual budget of the Solid Waste Department.

ACKNOWLEDGMENTS

Solid Waste Management Board Members

Roger Zimmerman – Board Chair, Citizen member

Jean Maszk – Board Vice-Chair, County Supervisor

Alan Christensen – County Supervisor

Brad Lenz – Citizen member

Kerry Brimmer – Citizen member

Jim Bove – County Supervisor

Maynard Tremelling – County Supervisor

Myron Podjaski – Citizen member, Town of Ringle

Thomas Seubert – County Supervisor

Staff

Meleesa Johnson, Director Marathon County Solid Waste Department

Brenda Iczkowski, Administrative Coordinator-CPZ

MISSION STATEMENT

To provide the residents, businesses and organizations of the region with a cost-effective, comprehensive integrated waste management system. The system consists of programming, education and consulting services on waste reduction, recycling, composting and hazardous waste management, along with landfill disposal, with landfill-gas-to-energy production.

VISION STATEMENT

We are the integrated waste management system of choice, fostering economic development, while protecting the environment and public health.

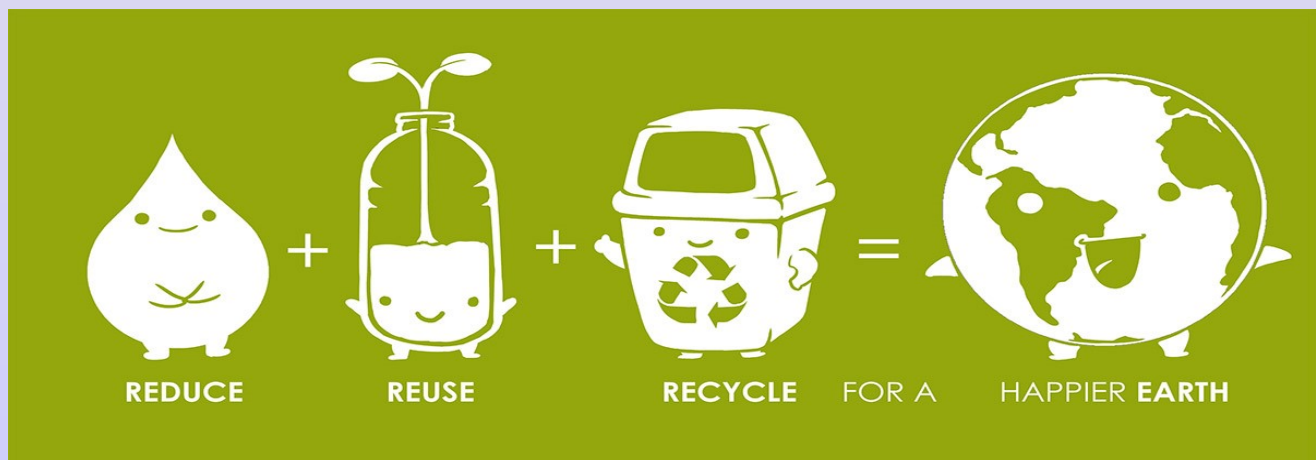
What does the Marathon County Solid Waste Management Board **DO** to ensure success?

We **manage** financial resources efficiently and effectively.

We **empower** residents to manage waste to their benefit.

We **advance** recycling efforts.

We **enable** alternative uses for waste.



STRATEGIC PLANNING PROCESS:

In April 2013, the Solid Waste Management Board began the work of building its first strategic plan. That plan would set the direction and work plan of the Solid Waste Department for the three to five years following adoption of the plan. It took over ten months of work and great collaborative efforts between the Board, department staff and other stakeholders, to evaluate the strengths, problems, opportunities, and threats of not only the department, but the entire waste industry, to complete the Plan. Ultimately, the Plan served as the overarching framework, along with the County's Strategic Plan, for everything from daily operations of the Solid Waste Department to the creation of new programs and partnerships that would help both the department and the county achieve its goals. In early 2019, the Board started the process all over in order to evaluate and update the next Strategic Plan. That Plan sets the direction for the next five years and is designed to make the Marathon County Solid Waste Department the "integrated waste management system of choice, fostering economic development while protecting human health and the environment" and in helping Marathon County be the "healthiest, safest, most prosperous count in the State."



STRATEGIC GOAL 1

Maximize economic opportunities from landfill operations

Objective 1: Incubate businesses that maximize resource recovery

Objective 2: Maintain and build positive relationships with current and future customers

STRATEGIC GOAL 2

Engage Marathon County residents and businesses to divert solid waste into productive use such as but not limited to hazardous household, food, and construction and demolition

Objective 1: Collaborate with schools and community to learn about solid waste options

Objective 2: Engage the agricultural community in managing solid waste

Objective 3: Enlist the media to raise awareness in the community

STRATEGIC GOAL 3

Making recycling easy and understandable

Objective 1: Collaborate with community partners to reward recycling

Objective 2: Advocate for policies which encourage recycling

Objective 3: Create educational opportunities that support recycling

STRATEGIC GOAL 4

Shift the paradigm to alternative uses for waste

Objective 1: Maximize the efficiency of the landfill

Objective 2: Facilitate productive uses of wasted food

Objective 3: Assess current construction and demolition waste resources

Objective 4: Reward construction and demolition recycling and reuse

STRATEGIC GOAL 5

Influence state policy in order to make the highest and best uses of waste resources

Objective 1: Strengthen relationship with legislators and educate them about recycling and responsible units

Objective 2: Clarify understanding of current laws for the county, municipalities and businesses

Objective 3: Provide leadership in Marathon County in developing policies

Objective 4: Develop recommendations based on case studies of success from other states

Objective 5: Collaborate with community partners and organizations to influence business recycling

Objective 6: Provide leadership to Marathon County, municipalities and businesses to enforce current laws and standards on recycling



To access the strategic plan, please go to

www.co.marathon.wi.us or www.marathonsolidwaste.org

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