



## **Recycle Florida Today Action Plan 2007-2009**

### **Introduction**

In the spring of 2006 members of Recycle Florida Today's (RFT) Board of Directors and other members began the process to revise RFT's Action Plan, which had last been updated in 2003. The primary goal of the Action Plan revision is to update and modernize RFT's approach to fulfilling its mission as well as provide a blueprint for RFT actions and activities in the short term (i.e., next three years).

The RFT Action Plan 2007-2009 is organized into three sections including:

- RFT Organizational Structure
- RFT Mission Statement
- RFT Guiding Principles and associated Action Items

### **RFT Organizational Structure**

RFT is a non-profit 501(c)(6) organization consisting of approximately 325 members from various governments, businesses, institutions and organizations that have an interest in advancing recycling in Florida. RFT is governed by a twelve member Board of Directors comprised of representatives from various sectors of the recycling, reuse, solid waste and environmental fields and includes a chair, vice chair, secretary and treasurer, as well as two standing committees and numerous ad-hoc committees. The Board governs RFT according to its By-Laws, which were adopted in April 1992 and most recently amended in June 2006. RFT's daily affairs are currently managed, on behalf of the Board, through an agreement for professional services with Southern Waste Information Exchange (SWIX).

### **RFT Mission Statement**

Recycle Florida Today is a professional service organization committed to providing value to its membership by promoting resource conservation and environmental stewardship in Florida through sustainable waste prevention, reuse, recycling, composting and legislative advocacy.

### **RFT Guiding Principles and Action Items (Primary responsible committee or party is identified for each Action Item)**

**Guiding Principle 1 – Communications:** RFT will provide a forum for public, private and non-profit recyclers to communicate, exchange ideas and discuss and resolve recycling issues.

Action Items:

- Conduct a RFT Conference annually with a goal of 200 registrants by 2009 (Conference Committee).
- Conduct a Winter Issues Forum annually with a goal of 100 registrants by 2009 (Education Committee and Conference Committee).
- Attract recognized leaders at the state and national level as speakers and panelists at both the Conference and Winter Issues Forum (Conference Committee and Education Committee).
- Hold at least four (4) Board of Directors meetings annually as well as a 2-day Board retreat each August (Executive Committee).
- Seek synergies and partnerships with stakeholders from other environmental advocacy and professional associations (Executive Committee).
- Enhance electronic communications with its members and supporters through improvements to its website, continued use of electronic mailings and a review of the RFT ListServ (Communications Committee).
- Review opportunities for web-based meetings and training sessions (Communications Committee).
- Publish the *Renewable News* newsletter on a quarterly basis, printed on 100% recycled content paper and continue to post on RFT website. Review opportunities to distribute *Renewable News* electronically (Communications Committee).

**Guiding Principle 2 – Recycling and Waste Reduction Advocacy:** RFT will advocate the importance of recycling and waste reduction and the environmental, energy, natural resource and economic benefits to legislative bodies, the business community and the general public.

Action Items:

- Continue to employ a registered lobbyist to advocate on behalf of recycling and waste reduction issues, and other issues relevant to RFT (Executive Committee).
- Identify barriers to increasing recycling in Florida and address and recommend specific strategies for overcoming them (Legislative Committee).
- Develop and circulate positions statements to members related to pending state legislation and provide expert testimony during legislative hearings (Legislative Committee and Executive Committee).
- Continue to provide forums for review and analyses of legislative issues and state agency rules and regulations (Legislative, Conference and Education Committees).
- Task lobbyist to facilitate RFT chair and legislative committee chair meeting(s) with legislators and key state officials at least once during each legislative session (Executive Committee and Legislative Committee).
- Continue to lobby for preservation of the state's Innovative Grants Program and continued state funding for small-county recycling programs (Legislative Committee and Executive Committee).

- Work with FDEP and possibly other associated organizations to reestablish annual recycling coordinator training programs (Executive Committee).
- Review opportunities to create an ‘Honorary Member’ membership category for legislators and elected officials who support RFT’s goals (Legislative Committee).

**Guiding Principle 3 – Member Services:** RFT will continue to maintain its position as the premier recycling organization in Florida. RFT will enhance its value and continue to function as a professional association for individuals engaged in the business of recycling and work to increase opportunities for members to enhance their knowledge of recycling and to further their careers.

Action Items:

- Establish a membership goal of 400 members by 2009 (Membership Committee).
- Establish member services directory on RFT website (Membership Committee).
- Establish a standing membership committee to achieve the membership goal (Membership Committee).
- Review and establish to the extent possible, membership goals for each industry sector - e.g., private, government, non-profit, etc. (Membership Committee).
- Continue to ensure the overall membership reflects the various sectors represented by its membership (Membership Committee).
- Continue to survey members on an annual basis to gauge opinions on RFT’s value and services (Membership Committee).
- Continue to provide networking opportunities at meetings, Conferences, the Winter Issues Forum and through the organizations website and ListServ (Conference Committee and Education Committee).
- Enhance professional development and training services through partnerships with FDEP and associated organizations (Executive Committee).
- Establish and support the growth of a Collegiate Committee (Executive Committee and Collegiate Committee)
- Develop a member mentor program to help members assume more responsibility within the organization (Executive Committee).
- Review opportunities to facilitate increased commercial and institutional recycling and waste reduction (Executive Committee).
- Evaluate opportunities to develop a statewide recycling education and promotional template for replication, especially for jurisdictions that may not have adequate recycling outreach funding resources (Communications Committees).

**Guiding Principle 4 – Finances and Fundraising:** RFT will improve the organization’s financial status and long-term revenue growth.

Action Items:

- Establish a standing Finance Committee to review finances and revenue and make recommendations to the Board of Directors (Executive Committee).

- Diversify RFT's funding base and set annual goals for sponsorship, member dues, endowments, etc. (Executive Committee and Sponsorship Committee).
- Enhance its revenue base by securing contracts with FDEP to produce recycling coordinator training programs and provide technical assistance, reports and updates on various state projects (Executive Committee).
- Review opportunities for web-based revenue enhancing services, such as electronic training sessions (Executive Committee).

**Guiding Principle 5 – RFT Organization:** RFT will continue to examine its organizational structure.

Action Items:

- Establish a Board member expectations and responsibilities guide, consistent with the organization's By-Laws (Executive Committee).
- Review RFT's current standing and ad-hoc committee structure and goals and provide for reorganization recommendations (Executive Committee).
- Continue to be managed by professional staff. RFT will continue to assess its staffing and administrative management needs (Executive Committee and Ad-hoc Executive Director Committee).
- Review RFT's current 501(c)(6) non-profit status and options going forward (Executive Committee)
- Review RFT's By-Laws annually and make changes where necessary (Executive Committee).

**ADOPTED 4/3/2007**