



STAKEHOLDER PARTICIPATION & OUTREACH STRATEGY

COUNTY OF SAN DIEGO - HIGH DIVERSION PLAN



GOALS OF STAKEHOLDER OUTREACH

- ❖ Engage a relevant mix of stakeholders to provide input on the MENU of programs & policies
- ❖ Leverage upon their interests/capacity to play a long-term role in the Plan implementation
- ❖ Build broad public support for the Plan
- ❖ Set the stage for a financially-viable and operationally-efficient implementation



GUIDING PRINCIPLES

- ❖ Hierarchy of solutions – Reduce, Reuse, Repurpose, Recycle
- ❖ “Educate” and “Engage and Innovate” phases
- ❖ Co-design of menu options
- ❖ Data-driven decision making
- ❖ Solutions that provide economic, educational and community incentives to engage in diversion behavior



Internal Stakeholder Process

LEARN ABOUT CURRENT PRACTICES | IDENTIFY OPPORTUNITIES FOR
HIGHER DIVERSION | SET THE STAGE TO WALK THE TALK



INVOLVED V/S INFORMED

Identify departments that need to be **INVOLVED**

- Departments that are large generators
- Departments who have policies that impact diversion in the community
- Departments who have outreach programs with key external stakeholder groups
- Departments that will monitor/enforce implementation of programs and policies

All other departments need to stay **INFORMED**



INTERNAL STAKEHOLDER ENGAGEMENT PROCESS

STEP 1

Planning Phase

Send request for information with on-line form
April 11, 2016

Calendar meeting for Visioning Workshop
March 31

County to provide information requested to Consultant
April 22

STEP 2

Planning/Outreach Phase

Consultant to analyze information received (County to assist with add'l info as needed)
April 1 – May 10

Conduct Visioning Workshop with key departments
April 26

Finalize list of departments to be INVOLVED in subsequent input process
April 12

STEP 3

Educate Phase

1 multi-department meeting with INVOLVE group (2 hours)

4 individual meetings with key departments (1 hours each)
May 16-17 2016

STEP 4

Engage and Innovate Phase

1 multi-department meetings (2 hours)

June 27, 2016



External Stakeholder Process

SEEK DIVERSION PERSPECTIVES | BUILD LONG-TERM COMMITMENT
| CREATE ECONOMIC & COMMUNITY INCENTIVES | ENGAGE AND
EMPOWER



EXTERNAL STAKEHOLDERS

PRIMARY CLIENTS

Residents

Single, Multi, Mobile

Businesses

Retail, Commercial, Industrial,
Hospitality, Agricultural,

Public Entities

SYSTEM PARTNERS

Haulers

Transfer/Processing Facility Operators

Recyclers

Repair/Reuse Businesses

COMMUNITY PARTNERS

Other Cities

Non-Profits Organizations

Community Groups



EXTERNAL STAKEHOLDER ENGAGEMENT PROCESS



**STEP 1
Planning Phase**

Finalize list of industry stakeholders and special interest groups

March 2016

**STEP 2
Outreach Phase**

Prepare and distribute outreach materials

Schedule meetings

Finalize on-line questionnaire (TBD)

May 7, 2016

**STEP 3
Educate Phase**

3 Public Meetings

1 each in North, South & East (up to 2 hours each)

10 Industry & Special Interest Meetings

5 hauler Meetings (1 hr.)
5 industry & special interest meetings (1 hr.)

May 23-26, 2016

Release on-line survey TBD

**STEP 4
Engage and Innovate Phase**

3 Public Meetings

1 each in North, South & East (up to 2 hours each)

Industry & Special Interest Meetings

2 public meetings (2 hours each); open to anyone in the industry

June 27-30, 2016



Openhouse upon release of draft Plan

Public meeting (2 hrs) 18 October 2016



PUBLIC MEETINGS

Locations

1 each in North, South & East during Educate Phase and Engage and Innovate Phase

North – District 5, 3

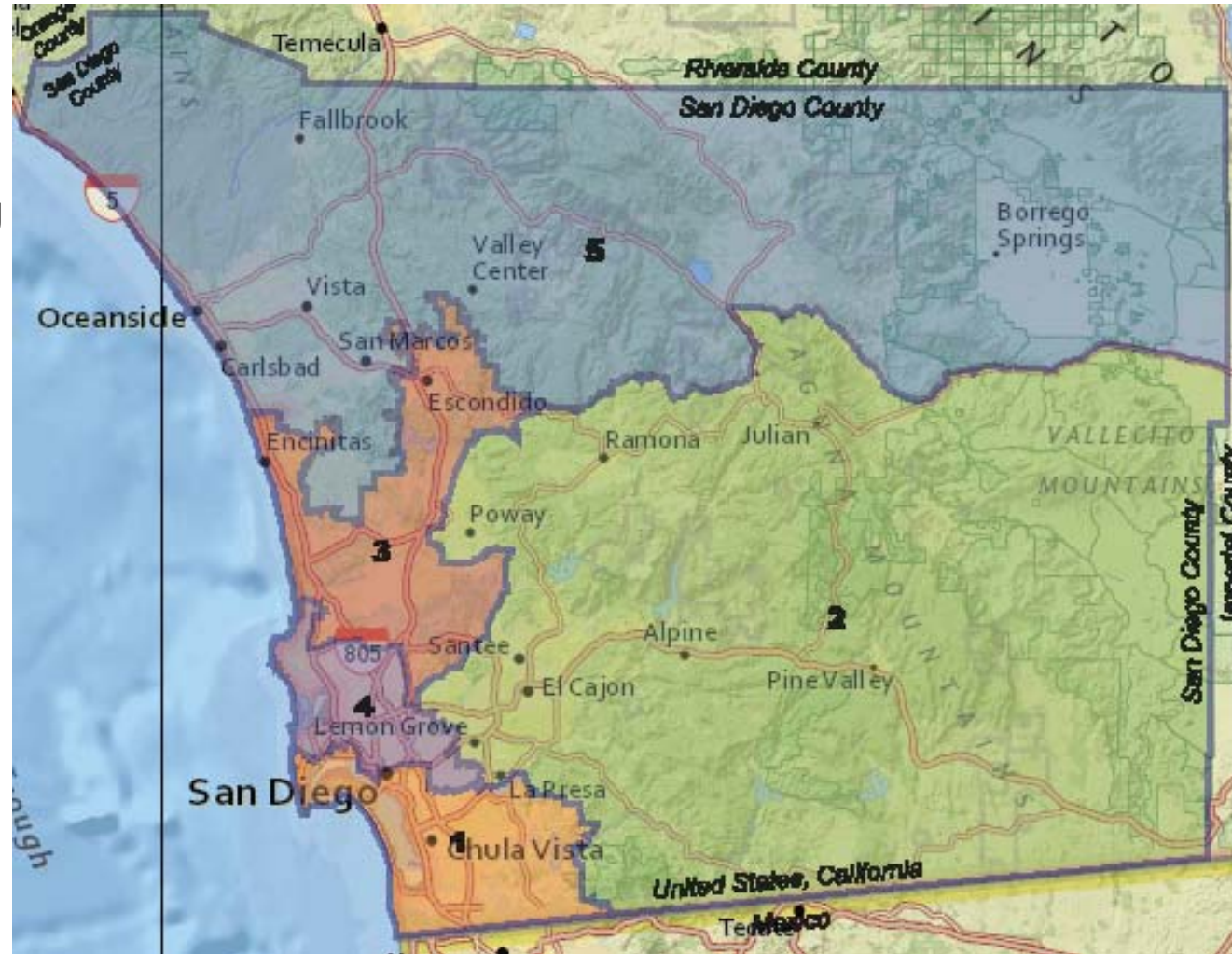
South – Districts 1,2 (partial)

East – District 2

Format

1st hour - Businesses

2nd hour - Residents



CONTENT OF PRESENTATIONS

EDUCATE

Provide regulatory, political, and infrastructural context

Present preliminary menu

Discuss barriers

Receive input and solicit ideas

ENGAGE & INNOVATE

Present findings from Educate Phase

Present revised menu

Solicit comments, solutions and support



Stakeholder Outreach Sessions



