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
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**
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)
April 26

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

**STEP 5**
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