

DATE: January 14, 2016

TO: Programs and Administration Committee
Planning and Organization Committee/Recycling Board

FROM: Wendy Sommer, Executive Director

BY: Jeff Becerra, Communications Manager

SUBJECT: Communications Planning 2016

SUMMARY

At the January 14, 2016 committee meetings, staff will share new communication resources available for Board member use, and discuss ways to support Board members in their efforts to represent StopWaste in their communities. Discussion and feedback will be used to help plan communications-related spending for the FY 16-17 budget.

DISCUSSION

In recent years StopWaste communication initiatives have included:

- An updated brand to minimize confusion about our public agency status
- Update reports to increase community understanding of our purpose, achievements and cost-effective program implementation
- A new website and RecycleWhere search tool
- Inclusion of behavioral science principles and strong visuals in campaign messaging
- Community outreach grants to reach underserved constituents and expand food-scrap recycling participation.

Building on this work, a number of new communication resources are available for StopWaste staff and Board member use. These include:

- An Agency brochure and governance diagram providing an introductory overview of our work and overlapping three-Board governing structure
- A web-based e-newsletter to keep stakeholders up-to-date on StopWaste current activities and to learn more about our staff
- A standard PowerPoint template for consistent representation of the Agency
- Talking points and an “elevator pitch” to assist Board members when representing StopWaste
- The latest Benchmark report for late January distribution, customized for each jurisdiction.

Planning for FY16-17

This spring, Board members will be reviewing the 2010 Strategic Plan – our progress towards achieving the goals outlined in the plan, and what criteria should be used for adopting new or modifying existing projects in advance of FY16-17. The review will include proposed updates to the Agency vision and mission statement (current versions in Attachment A) to more accurately reflect the work we've been doing and Agency structures put in place in recent years (e.g. climate protection work and the addition of the Energy Council).

Moving forward, StopWaste communications can be improved with more explicit coordination with Board members. As connectors and representatives of the communities we serve, Board members are in a unique position to be StopWaste ambassadors, amplifying our influence and communicating back the needs and desires of the communities they serve. Discussion at the January 14 committee meetings will focus on how to best take advantage of the opportunities that Board members have to represent StopWaste, and the resources that would make it easiest for Board members to do so consistently and with the greatest impact.

Items for discussion:

Public Participation

- What public or community events do Board members regularly attend where it would be appropriate to communicate about the StopWaste services available to Alameda County residents?
- What is the best venue or method for providing constituent feedback about StopWaste to staff?
- What organizations do Board members belong to (e.g. ABAG, League of CA Cities) that could benefit from collaboration with StopWaste?

Electronic Media

- For Board members with a social media presence, what types of StopWaste content would be most appropriate to share? What is the best way to convey this content to Board members?
- What types of articles/announcements should be included in the new e-newsletter in order for it to be most relevant for use by Board members?

General Communication

- Staff is considering an approach to social media that would include putting forth strong public opinions regarding issues relevant to Agency work. What do Board members feel about this approach?
- What communication resources would be helpful for Board members to have that do not yet exist?

RECOMMENDATION

This item is for information only, however discussion and feedback from Board members will be used to help plan communications-related spending for the FY 16-17 budget.

Attachment A – StopWaste Current Vision and Mission Statement

Vision Statement

1. **StopWaste is a national leader in pursuing effective solutions that reduce the waste of material and other natural resources.** Leadership requires innovative ideas, advanced technology, proactive policy development, effective communication and heightened visibility for StopWaste and its programs. Leadership also requires that StopWaste use in-house programs to “practice what it preaches.”
2. **Alameda County achieves 75 percent diversion from landfills by the year 2010, and progresses toward even greater reduction in later years.** Alameda County’s broad waste reduction goals are supplemented with specific quantitative and/or qualitative goals for all programs.
3. **StopWaste’s waste prevention and recycling programs are integral to a society that is environmentally, economically, and socially sustainable over the long-term.** StopWaste’s programs are linked with other resource conservation efforts and with local and countywide social and economic development programs.
4. **In achieving waste prevention and recycling goals, StopWaste also helps to:**
 - Create an aware and educated public that has adopted the values and behaviors associated with conservation and sustainability with respect to the consumption and disposal of materials and natural resources;
 - Establish durable, economically sustainable markets for discarded materials that are recovered; and
 - Create jobs and other forms of social betterment for the residents of Alameda County.
5. **StopWaste’s internal operations support its mission.** StopWaste ensures that all residents and businesses can participate in its decision-making process and ensures that all programs funded with public monies meet rigorous standards of evaluation. Board members and staff work together cooperatively, harmoniously and with mutual respect.

Mission Statement

The Alameda County Waste Management Authority and the Alameda County Source Reduction and Recycling Board form an integrated public agency known as StopWaste. StopWaste is dedicated to achieving the most environmentally sound solid waste management and resource conservation program for the people of Alameda County. Within this context, StopWaste is committed to achieving a 75-percent-and-beyond diversion goal and promoting sustainable consumption and disposal patterns.

In achieving this goal, StopWaste will:

- Provide strategic planning, research, education and technical assistance to the public, businesses and local governments.
- Initiate innovative programs and facilities to maximize waste prevention, recycling and economic development opportunities.
- Serve as a proactive public policy advocate for long-term solutions to our challenges.
- Partner with organizations with compatible goals.