



DATE: November 15, 2017

TO: Waste Management Authority Board

FROM: Wendy Sommer, Executive Director

BY: Jeanne Nader, Program Manager

SUBJECT: Community Based Outreach Project

SUMMARY

For years, StopWaste has conducted in-person outreach to communities throughout Alameda County. This year a new project, Community Based Outreach, was created to:

- Consolidate oversight and training so staff have a coordinated approach to outreach using best practices, and are consistent with messaging
- Focus our community outreach efforts on Agency priorities based on the guiding principles adopted by the Board, in particular organics and upstream activities (i.e. waste prevention)
- Coordinate and leverage opportunities with other internal efforts such as Grants to Nonprofits.

At the November 15 WMA meeting, staff will provide an overview of the Community Based Outreach Project and identify opportunities for Board members to participate as agency ambassadors in community level outreach for priority issues.

RECOMMENDATION

This item is for information only.