



# Recycling Steering Committee

Modernizing Oregon's recycling system with support from Oregon Consensus

## Stakeholder Engagement Plan for the Recycling Steering Committee

REVISED November 2019

### PURPOSE STATEMENT

The stakeholder engagement subcommittee (SES) will assist the Department of Environmental Quality (DEQ) and the Recycling Steering Committee (RSC) with planning and facilitating stakeholder<sup>1</sup> engagement through the various stages of the RSC process. This plan aims to create pathways for recycling system stakeholders, elected officials, and governments to stay apprised of the RSC's work and create targeted opportunities for them to give input during the process and inform RSC deliberations and decision-making.

### KEY OBJECTIVES

Key objectives of the stakeholder engagement plan include:

- Develop a stakeholder engagement process that allows for effective and meaningful engagement and gathers input that may inform RSC decision-making
- Build mutually respectful, beneficial and lasting partnerships between DEQ, the RSC and their stakeholders
- Foster stakeholder trust in the RSC process
- Provide clear and consistent communications
- Incorporate life cycle thinking and goals of the 2050 Vision into recycling system communications
- Use a “no surprises” approach to avoid unintended conflicts and increase transparency and accountability

### ROLES AND RESPONSIBILITIES

- *DEQ*: Convene and lead process; co-chair the subcommittee; support with staff and drafting materials; coordinating with DEQ communications office
- *Stakeholder Engagement Subcommittee (SES)*: Advise and support DEQ and the RSC in creating plans and materials for stakeholder engagement
- *Association of Oregon Recyclers (AOR)*: Co-chair the subcommittee
- *Recycling Steering Committee (RSC)*: Direct and advise entire process to modernize Oregon's recycling system; approve plans and provide input on materials for stakeholder

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<sup>1</sup> “Stakeholders” are: individuals, groups, or organizations that are impacted by the outcome of a project. They have an interest in the success of a project, and can be within or outside the organization that is sponsoring the project. (Source: projectmanager.com)

engagement proposed by SES; implement stakeholder engagement according to approved plans and procedures

- *Oregon Consensus (OC)*: Support SES meeting facilitation and planning as needed

## PRIMARY ACTIVITIES

- 1. Develop key stakeholder contact list.** Support RSC members in developing a contact list of priority groups and stakeholders, and identify the RSC or DEQ liaison to serve as the appropriate point of contact. This liaison will be responsible for furthering the relationships and providing consistent communication between groups. DEQ will maintain the stakeholder contact list.
- 2. Develop supporting outreach materials.** Develop background materials and other communications resources as needed to support RSC meetings and engagement with stakeholders. Materials may include:
  - Fact sheets
  - One-pagers based on interest group
  - PowerPoint presentations
  - FAQs
  - Message map
  - Web content

Topics or focus of materials may include:

- Basics of current recycling system in Oregon
- Basic fact sheet about RSC process
- Timeline of process
- Summary of frameworks research
- Summary of infrastructure research
- Explanation of RSC functions

- 3. Support stakeholder engagement for January 31, 2020 Frameworks info session and other stakeholder meetings as needed (TBD).** Develop materials for RSC members to use when inviting stakeholders to meeting(s), which may include an engagement timeline, email templates, background information on RSC project, registration methods, webinar information, and other items as needed. Support meeting planning by providing feedback and suggestions for meeting format and how to engage with stakeholders. Support may also include developing surveys, designing small group discussion activities, or other methods to gather meaningful feedback from attendees.
- 4. Gather feedback from recycling system stakeholders who are underrepresented in the RSC process.** Create methods for underrepresented stakeholders (not general public) to learn about the project and give their feedback to the RSC to consider during

deliberations. For example, SES may create a proposal for engaging with such stakeholders on the trade-offs involved with different legal and relational framework scenarios.

5. **Provide one-on-one support to RSC members as needed.** Provide additional resources and support to RSC members who may want it. This may involve additional meetings, presentations, or communications materials depending on the stakeholders' needs.
6. **Track stakeholder engagement and keep RSC informed.** Create a method for tracking RSC and DEQ stakeholder engagement and report back to the RSC.

## **POTENTIAL ENGAGEMENT METHODS**

The following engagement methods may be used during the stakeholder engagement process.

**Correspondence by phone/email/social media/interested parties listserv:** Disseminate project updates to stakeholders and interested public who sign up for the project listserv, which is administered by DEQ. Inform stakeholders about future RSC and subcommittee meetings.

**Website:** Oregon DEQ's website serves as the repository for all meetings materials, research deliverables, and other pertinent information for stakeholders. DEQ staff will maintain the website and make it accessible as possible.

**Stakeholder listening sessions:** Conduct listening sessions or focus groups with different stakeholders and/or in different regions of the state for key stakeholders groups to gather in person and to hear about the RSC process and provide their input to DEQ and the RSC.

**Surveys:** Gather opinions and views from individual stakeholders through survey(s) to provide opportunities to weigh in on policy questions posed by RSC members.

Use [Plain Language](#). Use language that is clear, concise, well-organized, and appropriate to the intended audience. Use plain language to ensure the reader understands as quickly, easily, and completely as possible.

**Offer opportunities for equitable participation.** Provide resources and/or services that encourage and facilitate meaningful participation and contribution from stakeholders. This may include, but is not limited to, providing stipends for participation; childcare; translation and/or interpretation services; plain language review; online meeting participation options and/or hosting meetings at different times of the day or in regions outside of the Portland-Metro area.

## TIMELINE

The following timeline includes high level tasks related to stakeholder engagement. The SES may create specific plans for individual engagement efforts listed here, in addition to this plan.

Task	Sub-tasks	Responsibility	Timeline
1. Develop stakeholder engagement subcommittee charter		SES; Approval from RSC	Done
2. Develop stakeholder engagement plan	Revise draft 04-2019 draft plan	DEQ staff	Oct-Nov 2019
	Review plan revision	SES	
	Seek approval from RSC	RSC	
3. Finalize key stakeholders contact list	Add detail to draft list	DEQ staff	Oct-Nov 2019
	Review and add final suggestions	SES	
	RSC members confirm which of their constituents they will invite directly	RSC	
4. Create outreach materials to support RSC with stakeholder engagement		SES and DEQ staff	Ongoing
5. Offer additional stakeholder engagement support to RSC members as needed		SES and DEQ staff	Ongoing
6. Support design and methods for gathering feedback at January 31 stakeholder info session	Brainstorm ideas for Jan. 31 info session	SES	Oct 2019
	Plan methods for gathering stakeholder input during/after meeting	DEQ staff	Oct-Nov 2019
	Review proposal and provide feedback	SES	Oct-Nov 2019
	Seek approval from RSC	RSC	Nov 2019
7. Support logistics for January 31 stakeholder meeting		DEQ staff	Nov 2019-Jan 2020

<b>Task</b>	<b>Sub-tasks</b>	<b>Responsibility</b>	<b>Timeline</b>
8. Create proposal for gathering feedback from underrepresented stakeholders	Create draft plan	DEQ staff	Oct-Nov 2019
	Review and provide initial feedback	SES	Oct-Nov 2019
	Review and approve concept (high level)	RSC	Nov 2019
	Continue to revise and finalize plan	DEQ, SES	Nov-Dec 2019
9. Support outreach and invitations for January 31 stakeholder meeting		DEQ staff	Dec 2019-Jan 2020
10. Implement plan for gathering feedback from underrepresented stakeholders (once approved)	Conduct listening sessions	DEQ staff, SES	Jan-March 2020
	Summarize feedback	DEQ staff, SES	March 2020
	Present to RSC	DEQ staff, SES	March 2020
11. Contribute to new stakeholder engagement plan for implementation phase of RSC process		SES, DEQ staff	Summer 2020