



Recycling Steering Committee

Modernizing Oregon's recycling system with support from Oregon Consensus

Stakeholder Engagement Subcommittee Meeting Update

Meeting Date: 3/7/19

Pam Peck (Metro) & Amy Roth (AOR), Co-chairs

Members: Laura Leebbrick (Rogue Disposal), Loretta Pickerell (DEQ), Brian Stafki (DEQ), Timm Schimke (Deschutes County)

Purpose/objectives: Develop a stakeholder engagement plan that creates pathways for external stakeholders, elected officials, and governments to stay apprised of the Steering Committee (SC) process and work, and also builds in opportunities for input for stakeholders to feed into the SC's work.

- Intended audience:
 - State and local elected officials
 - Organizations and stakeholders that are represented by SC members around the table.
 - Decision makers and key influencers
 - Statewide Recycling Stakeholder group
 - Media

Subcommittee Activity & Updates

- Draft talking points were summarized from previous meeting, placed into google doc for simultaneous committee comments; final comments were received from committee members, and **[are now waiting final DEQ approval]. Once approved, these will be sent to Steering Committee for [review? Approval]?**
- Subcommittee is in process of developing communication plan.
- Subcommittee identified need to recruit additional members whose role in industry is not currently represented by existing subcommittee members.
- Subcommittee identified skills required to participate in developing communication plan.
 - Experience in stakeholder engagement
 - Are there interns at C+C for example, or from local universities who could help?
 - Familiarity with the industry and familiar with issues of stakeholders

The Recycling Steering Committee is a collaborative of representation from the Assoc. of Oregon Counties, Assoc. of Oregon Recyclers, Assoc. of Plastics Recyclers/Denton Plastics, EFI, Far West Recycling, Lane County, League of Oregon Cities, Metro, NORPAC, Oregon Department of Environmental Quality, Oregon Refuse & Recycling Assoc., City of Portland, Recycling Partnership, Rogue Disposal & Recycling, Waste Connections, and Waste Management. **For more information, visit <https://go.usa.gov/xmYYe>**

- Communications experience (developing collateral materials); ability to translate industry jargon into meaningful dialogue
 - Must have availability to do work outside the meetings as well as commitment to attending meetings
- Subcommittee identified several groups that were not fully represented in the subcommittee, and brainstormed suggestions for additional members which included: AOC (consult Mark Nystrom); LOC, SurfRider (consult Megan Ponder); youth advisory councils (i.e. SWANA young professionals council); ORRA; other sustainability/activist groups; Business Oregon; The Environmental Center; SWANA; CES (Brendan Lewsowske and Christa McDermot); others from outside Portland-Metro area (rural representation)
 - Subcommittee members agreed to invite the following:
 - A representative from The Environmental Center (Bend) – Timm Schimke will approach
 - A representative from SWANA Young Professionals – Timm Schimke will approach
 - Bill Richardson (Les's Sanitary and central coast elected official – Brian Stafki will approach
 - Tracy Rutkin from League of Oregon Counties – Brian Stafki will approach
 - Beth Vargus Duncan from ORRA – Pam Peck will approach
 - A representative from AOC (will ask Scott Keller for recommendation) – Pam Peck will approach
 - David Skakel was identified as potential rural representative – Pam Peck will approach
 - It was noted that DEQ does not have a budget for products or advertising; but has some staff (Brian, PIO staff (Sue Mills, or maybe Julie Miller) and can volunteer regional staff as needed.

Timeline:

- Immediate: confirm outreach to other potential subcommittee members, or make initial contact
- Immediate: poll existing and confirmed new members for 2 hour meeting during week of April 1st, to be conducted all via zoom.
- Week of April 15: Subcommittee (new and existing members) have 4 hour in-person workshop meeting at location TBD; will assign tasks from that meeting to be completed during the following two weeks.

- Last Week in April: Subcommittee (new and existing members) have 2 hour meeting via zoom to review draft work products.
- May 6th: final communications plan delivered to Recycling Steering Committee for review prior to May 10th meeting.
- Committee anticipated that once plan is put together meeting maybe once a month as needed, or more frequently dependent Recycling Steering Committee needs (i.e. later this fall/September)

Other Updates:

Brian Stafki informed the group that the Governors office is looking at putting together a markets workgroup (workforce development tie-in); In effort to get in front of this effort, the DEQ Directors thought this may be an opportunity to get Governor Brown to come to one of the Recycling Steering Committee meetings, endorse the process, create opportunity to weigh in as well as a potential media opportunity.

Question was raised of which legislators do we need to engage and build support and champions for our process in anticipation of legislation in 2021. Possibility of a coordinated effort with AOR legislative committee? Not anticipating this happening until after the end of session. There is definite need for coalition and trust building for the long haul.