



Recycling Steering Committee

Modernizing Oregon's recycling system with support from Oregon Consensus

Stakeholder Engagement Subcommittee Meeting

August 12, 10-11 a.m.

Location: Zoom Conference

Online: <https://zoom.us/j/320578715>

Dial-in: 1 669 900 6833

Meeting ID: 320 578 715

Agenda

10-10:05 a.m.	Welcome and introductions	All
10:05-10:15 a.m.	Update from last meeting and where we are today <ul style="list-style-type: none">• The subcommittee met on May 23, 2019, to discuss the SC's feedback on the draft stakeholder engagement plan and determine next steps for incorporating that feedback into the plan document.• The group agreed that the plan should include separate sections for stakeholder and public engagement and discussed how to begin building resources to support these efforts.• The op-ed was put on hold at this time by the Recycling Steering Committee.• The group identified questions to include and answer in FAQ documents or fact sheets aimed at various audiences, as well as next steps for developing a PowerPoint presentation for SC members' use.• The subcommittee co-chairs met with Wendy Willis from Oregon's Kitchen Table to learn more about the organization's capacity and experience with statewide public engagement efforts, and will share that information with the subcommittee at their next meeting which will be scheduled for late July/early August.	Amy
10:15–10:30 a.m.	Key stakeholder outreach <ul style="list-style-type: none">• Review of identified outreach pieces, are they still needed?• Assign: committee members to begin drafting	Group

10:40–10:55 a.m.	Public outreach <ul style="list-style-type: none"> • Review/Discuss proposal provided by Oregon Kitchen Table (attached) • Assuming funding is available; does this plan help us to achieve the public outreach we’ve previously identified? • Are their pieces missing, or not needed 	Amy/Pam/Amy Delahanty
10:55 a.m.	Next steps and adjourn	Amy

Action item summary

ACTION ITEMS:

ACTION	BY WHOM?	BY WHEN?
<ul style="list-style-type: none"> • Schedule recurring Stakeholder Engagement Meeting 	Amy Roth, AOR	ASAP
<ul style="list-style-type: none"> • Circulate draft FAQs to subcommittee members. <ul style="list-style-type: none"> ○ Members will review for plain and neutral language 	Brian Stafki, DEQ All	8/15/19
<ul style="list-style-type: none"> • Circulate draft Steering Committee process map to members 	Brian Stafki, DEQ	One week ahead of next meeting
<ul style="list-style-type: none"> • Circulate draft Oregon’s Kitchen Table SOW 	Brian Stafki, DEQ	When available

General updates

Amy Roth opened the meeting and welcome committee members. Amy shared with the subcommittee general updates since its last meeting. They were the following:

- The draft talking points and draft Stakeholder Engagement Plan was formally approved at the last Steering Committee meeting in June. There was discussion about the OpEd piece, but that has been put on hold.
- At the last subcommittee meeting, members were tasked with identifying FAQs to be included as part of general background information for key stakeholders. DEQ sent around the template for the document and has done initial thinking on the list of questions. Those list of questions will be circulated this week for subcommittee input. **Next steps** for the FAQs will be to review the draft FAQs; add any additional key questions; and identify the appropriate person to provide the response.

- Pam Peck and Amy Roth met with Wendy Willis of Oregon's Kitchen Table. They learned about their services and they have provided a cost estimate of three different public engagement options. OKT specializes in creating simple, easy-to-use platforms (online and in-person) for statewide public engagement. In their statewide surveys they often use trade-off questions, which would be helpful in assisting the Steering Committee to hear the public's values around recycling.

Oregon Kitchen Table scope of work

Amy Delahanty then reviewed the draft OKT proposal. Members had a couple questions related to OKT's draft scope of work; OKT's expertise in materials management; tribal and rural engagement; DHM involvement. It was highlighted the contracting would be quicker and easier if the group went with OKT rather than another private entity. Because the group is part of the same state agency as Oregon Consensus (facilitators of the Steering Committee), contracting would only require an IGA then going out to bid. Additionally, it's possible OKT could subcontract with DHM for parts of the public engagement per their draft scope of work. Brian Stafki shared he would be speaking with OKT on Wednesday. Once he has a better sense of the scope of work and associated costs, he would circulate a draft scope of work to the subcommittee for their review. He noted contracting would take about 2-3 weeks once the contract and funding has been approved.

Subcommittee Work Plan

There was then a question about the subcommittee's work plan till September. It was shared both the stakeholder engagement and public engagement efforts could be done in parallel with one another until a contract is in place with a public engagement consultant. In the interim, subcommittee members will:

1. Review background materials (FAQs, PPT slides, etc.) for plain and neutral language;
2. Review draft key stakeholder contact list;
3. Generate a draft list of critical value and trade-off questions for the statewide survey and engagement;
4. Identify what types of engagement and when would be helpful to engage the general public.

To that end, Brian Stafki shared DEQ will present and review the draft SC project plan with subcommittee members at its next meeting. This draft project plan would help inform suggested key points for SC stakeholder and public engagement efforts.

Following this, the meeting was **adjourned at 11a.m.**

Meeting materials (following pages)

Talking points about the Recycling Steering Committee

The following talking points are for members of the Recycling Steering Committee to use when describing the work of the SC to other stakeholders. The talking points can be adapted for a variety of uses, including newsletter content. Remember to use accessible language when talking with stakeholders who are less familiar with the recycling system. Please link back to the project website at <https://go.usa.gov/xmYYe> for more information.

Main messages		
Message 1: The Recycling Steering Committee, a collaborative of representatives from local and state governments, businesses and organizations that play a role in Oregon’s recycling system, is working together to determine how to modernize Oregon’s recycling system.	Message 2: The Recycling Steering Committee is considering how to modernize Oregon’s 35-year old recycling system. The goal is to ensure the recycling system optimizes benefits for the environment, is strong and adaptable to change, and restores and maintains public trust in the system.	Message 3: The Recycling Steering Committee is engaging with stakeholders and the public throughout the process to better understand Oregonians’ perspectives, interests and values.
Supporting messages		
The committee is convened by the Oregon Department of Environmental Quality, beginning in May 2018, in response to disruptions to global recycling markets. The committee is working together to identify what we want our recycling system to look like, conduct research and by early summer 2020, recommend changes to achieve that future system.	The committee’s outcomes will include recommendations about which materials should be the focus for recycling; methods and facilities needed to collect, sort and process those materials for markets; and how to encourage residents and businesses to participate and recycle correctly. The committee will also recommend changes in laws, policies, contracts, responsibilities, and other parts of the organizational framework for Oregon’s future recycling system.	Committee representatives will consult with the stakeholders they represent throughout the process.
The committee is made up of representatives from the Association of Oregon Counties, Association of Oregon Recyclers, Association of Plastics Recyclers/Denton Plastics, EFI, Far West Recycling, Lane County, League of Oregon Cities, Metro, North Pacific Paper Company, DEQ, Oregon Refuse & Recycling Association, City of Portland, Recycling Partnership, Rogue Disposal & Recycling, Waste Connections and Waste Management.	Throughout this work, the committee will look to balance economic and social needs from all parts of the state, existing systems and infrastructure, and the needs for the future.	Subcommittees will guide research, discuss topics in more depth, and narrow options for the committee to consider. Subcommittees will focus on collection and processing infrastructure, public education, legal and relational frameworks, and stakeholder engagement. Subcommittees are made up of Steering Committee representatives and other interested and engaged stakeholders.
The committee is supported by Oregon Consensus, a program of Portland State University and the National Policy Consensus Center. Oregon Consensus brings community members, government representatives and businesses together to solve problems and plan for the future.	The committee’s work is guided by Oregon’s Materials Management 2050 Vision and Framework for Action which seeks to reduce the environmental impacts of the materials and products we use across their full life cycle from design to production to use to end of life. The committee will use this holistic approach to focus on materials and processes that optimize environmental benefits.	Steering Committee and subcommittee meetings are open to the public, include opportunities for public comment at the end of each meeting, and can be accessed remotely by phone or web.



Oregon's Recycling System – Statewide Engagement Effort

Project Proposal (August 6, 2019)

Prepared by:

Oregon's Kitchen Table
The National Policy Consensus Center
Mark O. Hatfield School of Government
Portland State University

Wendy Willis, Director
Sarah Giles, Project Manager

Background

Since October 2017, Oregon's Department of Environmental Quality (DEQ) has been working with local governments, recycling collectors, recycling processors and industry representatives to address short-term responses to China's 2018 ban on the import of certain recyclables from the United States. In May 2018, DEQ launched a longer-term planning process to look at how to modernize Oregon's recycling system to meet DEQ's 2050 Vision for Materials Management goals.

Now the Recycling Steering Committee, a collaborative of representatives from local and state governments, businesses and organizations that play a role in Oregon's recycling system, is working to determine how to modernize Oregon's recycling system. The goal is to ensure the recycling system optimizes benefits for the environment, is strong and adaptable to change, and restores and maintains public trust in the system.

As part of that work, partners desire to learn more from people across the state, particularly in under-served communities, about:

1. People's recycling behaviors
2. People's values and beliefs around recycling
3. What people hope for the future of Oregon's recycling system
4. What trade-offs are people willing to make regarding recycling in Oregon

Project Scope

Oregon's Kitchen Table (OKT), a program of the National Policy Consensus Center (NPCC) at Portland State University, proposes to work with DEQ and members of the Recycling Steering Committee to engage people across Oregon on behaviors, values, beliefs, and hopes about the state's recycling system. OKT recommends using some combination of the following activities:

Activities for this project include:

- Developing sets of questions to gauge community values and beliefs and trade-offs
- Programming and managing online tools to deliver engagement in multiple languages
- Designing and conducting in-person, culturally specific, engagement events / listening sessions in multiple languages, co-developed with community organizers from culturally specific organizations and facilitated by the organizers in partnership with the state's Community Mediation Centers
- Report summarizing the values and beliefs people shared throughout the project and highlighting common themes that emerge

We believe utilizing Oregon's Kitchen table will provide 1) good quality public opinions and values; 2) an opportunity to engage with historically under-represented communities through a segmented and culturally specific community organizing; 3) an opportunity to inform and broadly engage community members and 4) a foundation for ongoing engagement around the recycling system across different communities in Oregon, particularly those that have historically been under-represented in decision-making.

Under this proposal the Recycling Steering Committee and its partner organizations will provide outreach to encourage all Oregonians to share their thoughts.

Oregon's Kitchen Table

The National Policy Consensus Center (NPCC) and NPCC's Oregon's Kitchen Table are housed within the Hatfield School of Government at Portland State University.

Oregon's Kitchen Table is the creation of the Hatfield School in partnership with a group of non-partisan, non-profit community organizations and highly-regarded leaders representing diverse community perspectives dedicated to helping Oregonians have a voice. This group founded Oregon's Kitchen Table in order to create permanent civic infrastructure through which Oregonians can provide real-time feedback, opinions, and ideas to decision-makers. Oregon's Kitchen Table staff work closely with local, regional and state community leaders to create in-depth online consultations and in-person deliberations that reflect the tough trade-offs and challenges decision makers confront in governing. In partnership with culturally specific community organizers and translators, Oregon's Kitchen Table focuses resources on engagement opportunities for historically under-represented communities. The public – currently, there are more than 16,000 Oregonians signed up for Oregon's Kitchen Table – then provides leaders with high-quality feedback on those issues. Oregon's Kitchen Table has been used at the state, local and regional levels to gather feedback from a wide variety of Oregonians on a range of topics, including housing, future visioning, budgeting priorities, and educational equity.

Project Components and Timeline

Typically, one of our projects that includes all these components spans about three months from beginning (planning and design) to end (report). OKT will work with you to determine which components make the most sense for your project.

Project Planning and Design (1 month)

1. Recycling Engagement Advisory Group and OKT refine desired outcomes
2. Advisory group and OKT staff develop questions for public's behaviors, values, beliefs, and trade-offs
3. Advisory Group creates outreach plan with OKT staff consultation

Online consultation (Translations and programming take about 2 weeks and instrument is open for input for ~30 days)

1. Questions are submitted for plain-language review and then translated in at least 6 languages (English, Spanish, Russian, Vietnamese, Chinese, and Somali)
2. OKT staff program and manage the detailed online consultation through Oregon's Kitchen Table in at least 6 languages
3. Recycling Engagement Advisory Group and partners will conduct outreach to let community members know about the opportunity to participate through the Oregon's Kitchen Table online tool

Statewide Representative Sample (overlap with online consultation)

There are two options for including a statewide representative sample along with the responses via OKT's platform. They are:

- A. The questions from the online survey are also provided to a sample of 400 representative of the state's population sample through DHM Research (All English). DHM will work with a sample provider to ensure that they reach a representative, statistically valid group of respondents. DHM provides analysis of that sample's response to compare to responses through OKT's platform. Those results are folded into the final report.

Or

- B. 5 questions from the online survey are provided to a statewide sample through DHM Research (All English via their standing statewide representative sample list. Those results are folded into the final report and compared to the responses through OKT's platform on just those 5 questions.

In Person Engagement Opportunities (overlap with online consultation – 1-2 months)

OKT will facilitate 6 in-person listening sessions in various regions around the state, focused on historically under-represented communities.

OKT will work with the state's Community Mediation Centers and culturally specific community organizers to design and facilitate culturally appropriate listening sessions along with interpretation and translation as necessary.

1. OKT staff and community organizers develop organizing protocol and calendar
2. OKT staff, facilitators, and community organizers develop in-person sessions
3. Community organizers conduct outreach to drive attendance to in-person events in multiple languages in small groups in different regions of the state (half in a language other than English)
4. Facilitators from the state's Community Mediation Centers provide facilitation for in-person events alongside community organizers and interpreters as necessary

Summary Report (1 month after all engagement opportunities online and in-person are completed)

1. OKT will present a report summarizing all the data to the Recycling Steering Committee
2. Report will be posted on Oregon's Kitchen Table's website

Component Estimated Costs

Estimate A (without DHM panel)

Description	Total
Consultation design	\$3,500
Consultation programming in 6 languages	\$3,000
Consultation translation in 5 languages and plain language English	\$3,500
Outreach strategy assistance	\$2,500
Oregon's Kitchen Table Consultation Instrument management and analysis and paper survey integration	\$3,750
In-person listening sessions (6 sessions) – travel, facilitation, food, room rental, childcare	\$17,640
Culturally specific community organizing	\$12,000
Report	\$4,000
Other	
PSU Overhead (21% for non-labor costs)	\$6,960
Total	\$56,850

Estimate B (with DHM statewide representative sample panel of 400, full survey)

Description	Total
Consultation design	\$3,500
Consultation programming in 6 languages	\$3,000
Consultation translation in 5 languages and plain language English	\$3,500
Outreach strategy assistance	\$2,500
Oregon's Kitchen Table Consultation Instrument management and analysis and paper survey integration	\$3,750
In-person listening sessions (6 sessions) – travel, facilitation, food, room rental, childcare	\$17,640
Culturally specific community organizing	\$12,000
Report	\$4,000
DHM statewide representative sample (400), full survey	\$16,500
Other	
PSU Overhead (21% for non-labor costs)	\$10,425
Total	\$76,815

Estimate C (with DHM statewide panel, 5 questions)

Description	Total
Consultation design	\$3,500
Consultation programming in 6 languages	\$3,000
Consultation translation in 5 languages and plain language English	\$3,500
Outreach strategy assistance	\$2,500
Oregon's Kitchen Table Consultation Instrument management and analysis and paper survey integration	\$3,750
In-person listening sessions (6 sessions) – travel, facilitation, food, room rental, childcare	\$17,640
Culturally specific community organizing	\$12,000
Report	\$4,000
DHM statewide panel – 5 questions	\$500
Other	
PSU Overhead (21% for non-labor costs)	\$7,065
Total	\$57,455

Conclusion

We hope this gives you some sense of the scope of work, timeline, and cost. We would welcome the opportunity to discuss this proposal with you further.