



Agenda Report

TO: CCCSWA BOARD OF DIRECTORS
FROM: BART CARR, SENIOR PROGRAM MANAGER
PAUL MORSEN, EXECUTIVE DIRECTOR
DATE: APRIL 15, 2010
SUBJECT: SPECIAL MEETING FOR LOCAL BUSINESSES ON COMMERCIAL
RECYCLING PLANNING PROCESS (DRAFT)

SUMMARY

Staff is proposing to conduct one or more special meetings for local businesses that will present them with the current strategies under Board consideration for improving commercial recycling collection. These meetings will also allow the business community to weigh in on their opinions about the effectiveness and pricing structure of commercial recycling. The purpose of these meetings is to provide CCCSWA Board Members and staff with important insights into what local businesses think about the current plans to improve commercial recycling.

While the strategies currently under consideration are somewhat complex and include different approaches to franchising and collection technologies, the proposed meetings will include a simplified presentation that will highlight the various approaches under consideration and that will invite business feedback. In fact, a short survey will be circulated to encourage feedback from participants in targeted areas. The meeting will also be an opportunity for local businesses to present their own ideas on how to reduce solid waste and save money on their garbage and/or recycling bills.

Finally, the meeting will give staff an opportunity to present information on the proposed mandatory recycling regulation under development by the State of California.

RECOMMENDED ACTION

1. Authorize staff to conduct a commercial recycling meeting for local businesses in June to obtain feedback on recycling strategies and technologies that the CCCSWA is considering to increase commercial recycling rates.

DISCUSSION

Staff is proposing to conduct a special meeting for local businesses that will present the strategies currently under consideration for how to improve commercial recycling collection. The goal of this meeting will be to provide CCCSWA Board Members and staff with important insight into what local businesses think about the developing plans to improve commercial recycling. The following actions will be taken to organize and conduct the meeting that will solicit meaningful information from local business participants:

- CCCSWA staff will be assisted by consultants Gary Liss and Harriett Heibel in planning and conduct of the meeting. The consultants will assist staff in developing a presentation that reflects the strategies under consideration, and a list of questions representing CCCSWA Board/staff informational interests. The consultants will also assist staff in conducting the event, including actively participating in the presentation, follow up Q&A, and recording business participant comments.
- Staff anticipates partnering with local Chambers of Commerce and the Walnut Creek Downtown Business Association (D.B.A.) to support the proposed meeting. Partnering with the Chambers will help in securing local businesses participation. Staff has made initial inquiries with the Lafayette and Walnut Creek Chambers and both are interested in supporting the proposed meeting. Staff will follow up with other member city Chambers if the Board approves this proposed meeting.
- Staff and consultants will develop a list of questions that reflect the informational interests of CCCSWA Board members and staff.
- Staff anticipates using the February 2010 Board workshop presentation as the basis for developing a presentation appropriate for local businesses. The presentation will be modified to simplify the franchising approaches and will not include detailed timelines.
- Staff anticipates conducting the meeting at a centrally located, attractive venue such as a restaurant, offering food and beverages as a way to incentivize the meeting and encourage participation.

Staff and consultants will make every effort to organize the meeting in such a way that will encourage dialogue and feedback. Meeting techniques, such as small discussion groups and scripted questions, will be used. Participant questions and feedback will be carefully recorded, as has been the case at recent CCCSWA Board retreats. Again, staff anticipates the meeting product to be a very good understanding of what local business interests and concerns are around redesign of our commercial services. Local business feedback and all recorded comments will be included in a report that will be presented to the Board at their September meeting.