

COMPELLING, PRACTICAL OUTREACH + EDUCATION

Enhance public outreach and communication to boost understanding, awareness, and action for a zero-waste future in Sonoma County.

1. Assess, with an intent to expand, outreach to non- English speaking and culturally diverse communities.
2. Formalize and expand processes for regular communication and updates with stakeholders, community partners, and the public.
3. Develop and implement a plan for engaging youth with the schools, parks, and library systems in Sonoma County.
4. Facilitate collaborative opportunities with community partners and local stakeholders to expand services that support.
5. Maintain an industry-leading website and social media content.

ORGANIZATIONAL EFFECTIVENESS

Pursue strategies to optimize productivity, efficiency, and effectiveness of agency and staff.

1. Provide formal orientation for new Board members.
2. Provide ongoing interactive opportunities for development of Board member relationships and agency progress.
3. Ensure job descriptions and compensation are updated and consistent with the industry in order to successfully recruit and retain quality staff.
4. Assess and determine appropriate staffing model to meet regional service needs.
5. Initiate a funding source study to understand options for long-term funding of the agency.
6. Standardize data and file management and develop and format guide.
7. Create succession plan for Agency positions.

PROGRAM DEVELOPMENT

Achieve the highest waste reduction, recycling, and reuse outcomes through innovative programs.

1. Support and expand existing networks to recover more edible food.
2. Offer education and resources to make it easy for food producing entities to donate excess food.
3. Create educational resources and programs to encourage food waste prevention in residential households and businesses.
4. Develop a Zero-Waste events model ordinance for jurisdictions and ZW Events Guide for community use.
5. Develop model Construction, Demolition, and Deconstruction ordinance and provide data management system to track material tonnage diversion.
6. Host fix-it clinics & reuse opportunities in collaboration with local stakeholders.

MEASURABLE CLIMATE CHANGE ACTION

Mobilize efforts towards mitigating climate change through executing zero waste principles.

1. Create a model disaster debris management plan for recyclable and compostable materials and facilitate adoption as an addendum to member jurisdictions emergency management plan.
2. Educate the public on the importance of carbon sequestration as a climate solution through the utilization of compost.
3. Collaborate with Resource Conservation Districts to facilitate more carbon farming projects.

INFRASTRUCTURE EXPANSION

Support and facilitate projects and infrastructure development that enable a zero-waste future.

1. Purchase land, build and operate a north-county permanent HHW facility.
2. Identify a composting facility site in Sonoma County and contract for operational services.
3. Initiate a feasibility study for a Sonoma County Resource Recovery Park.
4. Collaborate with UCPNB and jurisdictions to expand CRV Pilot Program to open 10 locations through grant term.



**ZERO
WASTE**
SONOMA