



Zero Waste Sonoma

Meeting of the Board of Directors

December 13, 2022

SPECIAL MEETING

Closed Session begins at 3:30 p.m.

Regular Session will begin at 4:00 p.m. or immediately following

Closed Session

Estimated Ending Time 4:30 p.m.

In accordance with Executive Orders N-25-20 and N-29-20 the Board of Directors meeting will be held virtually.

MEMBERS OF THE PUBLIC MAY NOT ATTEND THIS MEETING IN PERSON

Virtual Meeting via Zoom

<https://sonomacounty.zoom.us/j/94698214744?pwd=TWszZklQUXJ1ZUczUnFBT0FHL2NpZz09>

Or Telephone: +1 669 900 9128

Webinar ID: 946 9821 4744

Passcode: 774590

PUBLIC COMMENT:

Public Comment may be submitted via recorded voice message or email. Public comment may also be made by “raising your hand” using the Zoom platform.

Voice recorded public comment: To submit public comment via recorded message, please call 707-565-2722 by 5:00 pm Monday, December 12th. State your name and the item number(s) on which you wish to speak. The recordings will be limited to two minutes. These comments may be played or read at the appropriate time during the board meeting.

Email public comment: To submit an emailed public comment to the Board please email leslie.lukacs@sonoma-county.org and provide your name, the number(s) on which you wish to speak, and your comment. These comments will be emailed to all Board members and can be provided anytime leading up to and throughout the meeting.



Agenda

Item

1. Call to Order
2. CONFERENCE WITH REAL PROPERTY NEGOTIATORS (Sec. 54956.8)
Property: 5885 Pruitt Avenue Windsor, CA 95492
Agency Negotiators: Leslie Lukacs, Ethan Walsh, Thora Collard
Negotiating Parties: Kathleen Kurz
Under Negotiation: Price and terms of payment
3. Adjourn Closed Session / Call to Order Regular Meeting
4. Agenda Approval
5. Public Comments (items not on the agenda)

Regular Calendar

6. Strategic Planning Draft Pillars, Mission and Vision Statement Approval [Lukacs]
7. Boardmember Comments – NO ACTION
8. Staff Comments – NO ACTION
9. Next ZWS meeting: January 19, 2023
10. Adjourn

Consent Calendar: These matters include routine financial and administrative actions and are usually approved by a single majority vote. Any Boardmember may remove an item from the consent calendar.

Regular Calendar: These items include significant and administrative actions of special interest and are classified by program area. The regular calendar also includes "Set Matters," which are noticed hearings, work sessions and public hearings.

Public Comments: Pursuant to Rule 6, Rules of Governance of the Sonoma County Waste Management Agency/Zero Waste Sonoma, members of the public desiring to speak on items that are within the jurisdiction of the Agency shall have an opportunity at the beginning and during each regular meeting of the Agency. When recognized by the Chair, each person should give his/her name and address and limit comments to 3 minutes. Public comments will follow the staff report and subsequent Boardmember questions on that Agenda item and before Boardmembers propose a motion to vote on any item.

Disabled Accommodation: If you have a disability that requires the agenda materials to be in an alternative format or requires an interpreter or other person to assist you while attending this meeting, please contact the Zero Waste Sonoma Office at 2300 County Center Drive, Suite B100, Santa Rosa, (707) 565-3579, at least 72 hours prior to the meeting to ensure arrangements for accommodation by the Agency.

Noticing: This notice is posted 72 hours prior to the meeting on the internet at www.zerowastesonoma.gov



Agenda Item #: 6
Cost Center: All
Staff Contact: Lukacs
Agenda Date: 12/13/2022
Approved By: LL

ITEM: Strategic Planning Draft Pillars, Mission and Vision Statement Approval

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends that Board approve the draft pillars for the strategic plan and the draft mission and vision statements.

II. BACKGROUND

In December 2013, the Board participated in a professionally led strategic planning process which occurred over three work sessions. The objective of the planning process was to determine if the Agency was to continue past the 2017 sunset date, develop a vision for the Agency if it continued past 2017, and/or a create a transition plan for the closure of the Agency after the sunset date expired. A strategic plan or roadmap for ZWS was not completed during this process. At the January 15, 2020 Board meeting, the Board approved to hire HR Matrix, a local facilitation company, to develop a strategic plan which included 3 face-to-face meetings with Board members and staff. A contract with HR Matrix was signed in early February 2020 and the County of Sonoma declared a Local Public Health Emergency to respond to COVID-19 on March 2, 2020. The project was put on hold at that point.

On August 18, 2022 the board approved the updated contract with HR Matrix to complete the following tasks for ZWS:

- Complete “Discovery” phase to better understand ZWS which includes interviews of some Board members and staff.
- Facilitate three Ad Hoc committee meetings to establish context, build plan framework and complete draft strategic plan.
- Facilitate a retreat with Board members and staff develop strategic priorities, goals and objectives and provide final input on the strategic plan.
- Engage with designated AB 939 Task Force members to provide further input and recommendations.

III. DISCUSSION

With the assistance HR Matrix, staff worked closely with the Board to define the direction of ZWS. Through this process, the board and staff created a draft mission and vision statement and identified strategic areas of development with multi-year priorities that can be allocated, reviewed, and evaluated. The final product, the 5-year strategic plan, will be constructed from the approved draft pillars and will serve as a road map for ZWS.

Staff asks to board to review and approve the attached draft mission and vision statements and the draft pillars that will be used to complete the 5-year strategic plan report.

IV. FUNDING IMPACT

Staff entered into agreement with HR Matrix to provide facilitation services at a cost not to exceed \$18,000. The funding for HR Matrix would be drawn from the Contingency Reserve. There are sufficient appropriations in the Contingency Reserve to accommodate the expenditures for this fiscal year.

V. ATTACHMENTS

Draft Mission Statement
Draft Vision Statement
Draft Pillars for the Strategic Plan

MISSION AND VISION

Zero Waste Sonoma's mission is to empower personal action in waste reduction and materials management by implementing practical solutions to protect our natural resources

OUR VISION:

An engaged and informed community with the shared goal of thriving in a sustainable region without waste

STRATEGIC PILLARS AND GOALS

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 and infrastructure that support a zero-waste lifestyle
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

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

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
7. Support circular economy initiatives through promotion and participation in grant and loan programs.