



Increasing Authentic Public Participation
in New York State
Solid Waste Management Planning:
Industry Best Practices


New York Federation of Solid Waste & Recycling Conference
May 24, 2022




GBB
BYRUM & FISK
ADVOCACY COMMUNICATIONS

1


Today's
Speakers




Jennifer Porter
GBB
Vice President




Steve Faber
Byrum & Fisk
Senior Strategist




Theresa Evans
GBB
Senior Consultant



Narrowsburg, NY




Grand Rapids, MI



Syracuse, NY

2

Increasing Authentic Public Participation in New York State Solid Waste Management Planning: Industry Best Practices




National solid waste management consulting firm, founded in 1980, that helps craft practical, customized & technically sound solutions for complex solid waste management challenges.

Mission: To provide safe, innovative, responsible, sustainable, and economical strategies and solutions for the benefit of communities and the environment.

Strategic Planning - Specialize in advising on solid waste collection, processing, recycling, recovery, sustainable materials management, and environmentally responsible disposal.

Planning Partner
of Kent County Sustainable Business Park



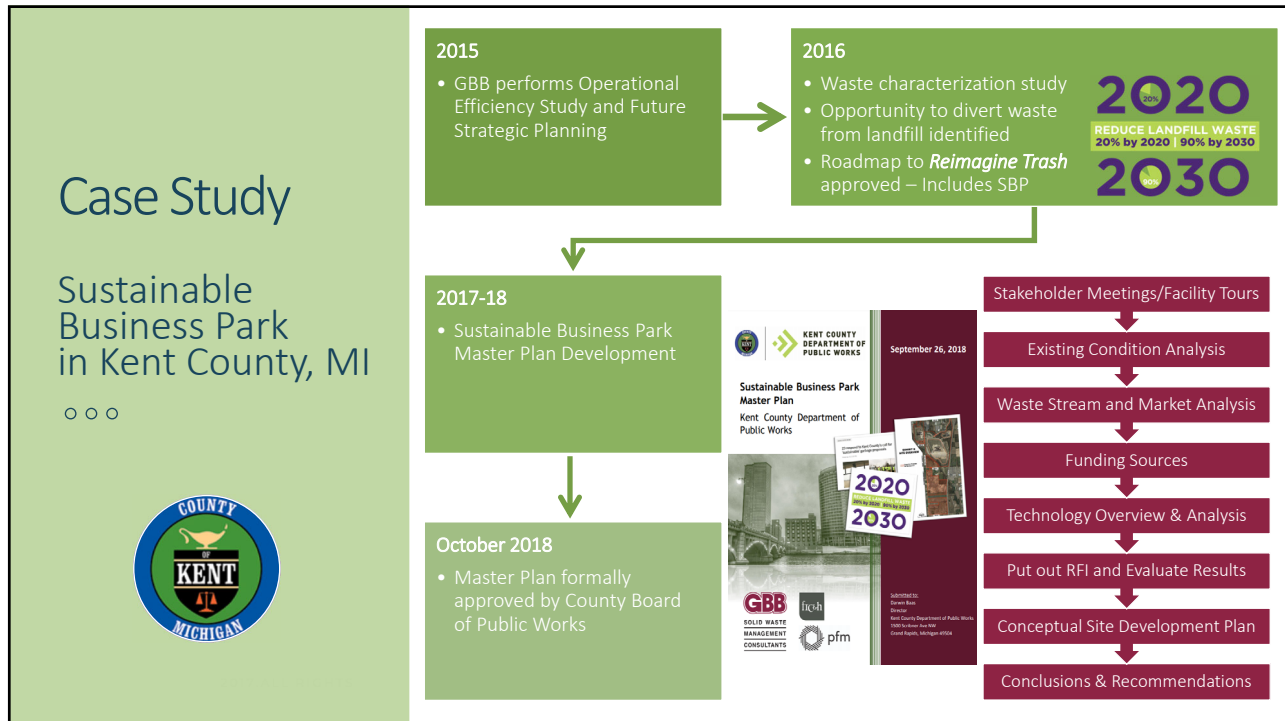
Full-service **strategic communications** firm, established in 2007, specializing in media relations, crisis management and campaigns.

Has grown to serve over **300 clients** across Michigan, the Midwest and around the United States over the last decade.

Aggressive, disciplined and focused approach to communications - Help clients build relationships with the people who matter most: their employees, customers and **stakeholders**.

Stakeholders Engagement Partner
of Kent County Sustainable Business Park

3



4

2017 Vision:
Reduce landfill waste by **90% by 2030**
• 625,000 tons/year of MSW currently generated

Vision's Centerpiece:
Sustainable business park on 250 acres owned by DPW for landfill expansion

Master Plan:
Developed by GBB-led multidisciplinary team

The Master Plan development included:

- ✓ Single Stream, 30,000 TPY MRF
- ✓ Waste evaluation and characterization
- ✓ Processing technology reviews
- ✓ Site suitability investigation
- ✓ Economic modeling
- ✓ Tipping fee impact analysis
- ✓ Public/stakeholder outreach and education

APPROVED
Approved by the DPW Board in August 2018

2020 (20% reduction)
REIMAGINETRASH.ORG
2030 (90% reduction)

5

Engaging Stakeholders

Create Stakeholder Committee / Solid Waste Working Group

- Advisory role
- Provide insights and feedback
- Project ambassadors
- Help make recommendations

Include Participants from all Sectors

- Industry representative
- Haulers
- Regional manufacturers
- Government officials / leaders
- Environmental groups
- Public

Maintain Engagement Throughout Process

Acknowledge that Doing Right Thing will Likely Cost More

- In near term, versus landfilling/or status quo

Willingness to Pay More Now for Long Term Benefit

GBB

6

Engaging Stakeholders

Gather Input from:

-  County leadership
-  Community members
-  Industry representatives

Accessible, Virtual Meetings to:

-  Review plans
-  Hear feedback
 - ✓ Industry experts
 - ✓ Stakeholders
 - ✓ Public

Key Goals:

- ✓ Collect feedback on current programs
- ✓ Evaluate current awareness
 - ✓ solid waste services
 - ✓ policies
 - ✓ issues
- ✓ Garner subject matter expertise
- ✓ Review industry best practices
- ✓ Make informed, data-driven recommendations
- ✓ Validate concerns & opinions

7

Public Opinion Survey



Support

67% - Initially

77% - With additional info

81% - Ultimately

Is There Support for Changing the Way Residential Waste is Disposed of in Kent County, MI?


Framed as a Proposal:
Do you support increasing the cost of monthly trash service by \$5 in order to implement mixed-waste processing and reduce waste going to a landfill?

-  **Countywide**
Equal participation – north / central / south
-  **Representative**
of county demographics
-  **Phone Survey**
-  **600**
adult residents
-  **July 19-27, 2021**




8


Understanding Public Opinion

 **Top Reasons for Support:**

- ✓ Mixed-waste processing plant mostly privately funded
- ✓ Boost local economy
- ✓ Repurpose significant amount of household waste
- ✓ Preserving County's natural beauty
- ✓ Not leaving landfill legacy

 **Top Reasons for Opposition:**

- ✓ Increase in costs for homeowner
- ✓ Perceived overlap with recycling
- ✓ Government overreach




 **Benefits of Public Opinions Survey:**

- ✓ Provides policy makers with reliable and valid research to support decisions
- ✓ Tests most compelling messaging and counters for potential opposition
- ✓ True representation of the community

9

Engaging the Community

Listening Sessions

-  Interviews
 - ✓ City leaders
 - ✓ Public officials
 - ✓ Business district & neighborhood leaders
-  Focus groups
 - ✓ Solid waste authority
 - ✓ Contractors
 - ✓ Community environmental groups
-  Surveys
 - ✓ School & university leaders

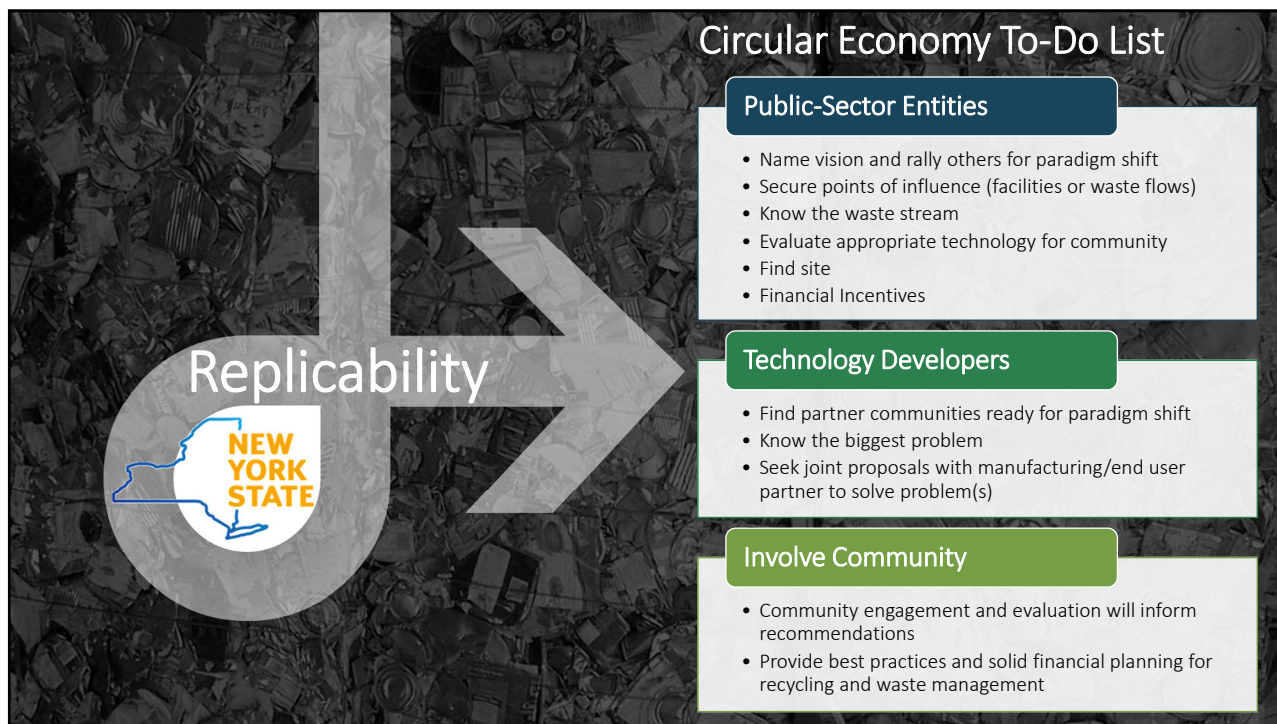
Website

- ✓ Project-specific website or landing page
- ✓ Allows citizens & businesses to provide feedback
- ✓ Allows to track progress/metrics

Findings

Use findings of community engagement and evaluation to inform recommendations

10



Circular Economy To-Do List

Public-Sector Entities

- Name vision and rally others for paradigm shift
- Secure points of influence (facilities or waste flows)
- Know the waste stream
- Evaluate appropriate technology for community
- Find site
- Financial Incentives

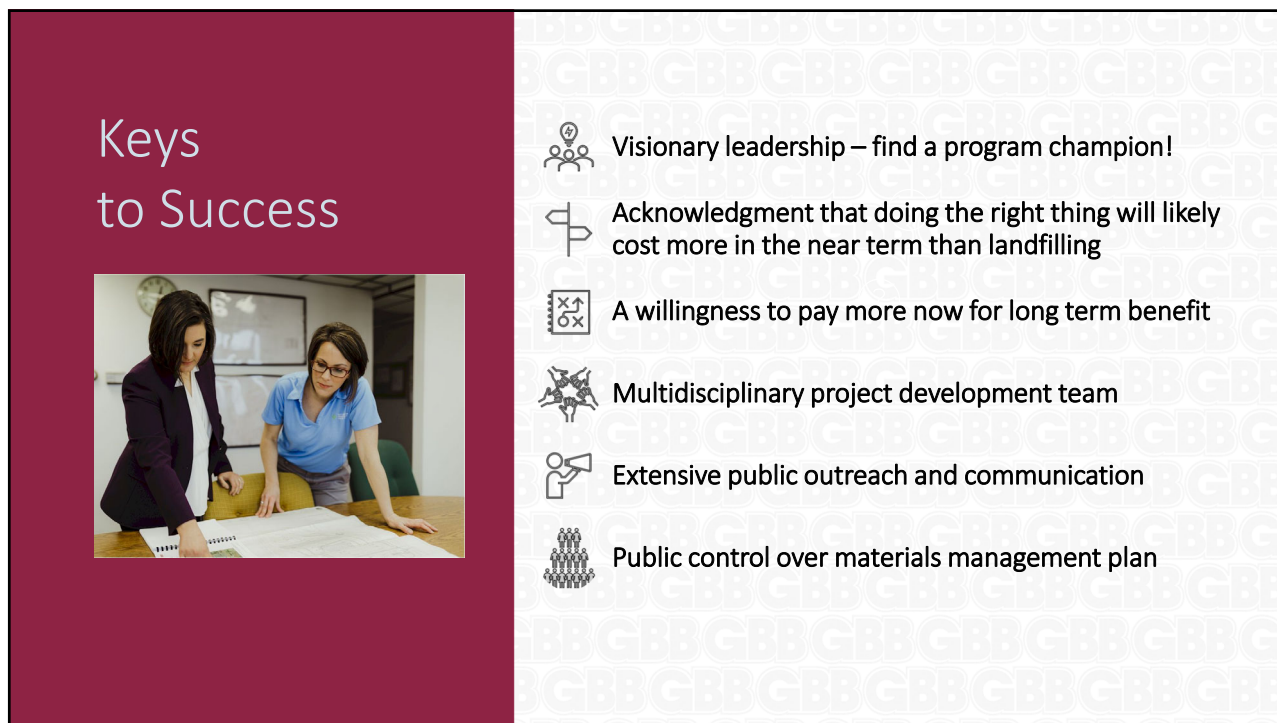
Technology Developers

- Find partner communities ready for paradigm shift
- Know the biggest problem
- Seek joint proposals with manufacturing/end user partner to solve problem(s)


Involve Community







- Community engagement and evaluation will inform recommendations
- Provide best practices and solid financial planning for recycling and waste management

11



Keys to Success





-  Visionary leadership – find a program champion!
-  Acknowledgment that doing the right thing will likely cost more in the near term than landfilling
-  A willingness to pay more now for long term benefit
-  Multidisciplinary project development team
-  Extensive public outreach and communication
-  Public control over materials management plan

12



13

Thank You!

 www.gbbinc.com	 www.byrumfisk.com	
<p>Jennifer Porter Vice President (347) 979-4992 jporter@gbbinc.com</p>	<p>Theresa Evans Senior Consultant (315) 717-7733 tevens@gbbinc.com</p>	<p>Steve Faber Senior Strategist (616) 821-8006 sfaber@byrumfisk.com</p>

14