

Planning for Informational Meetings

Sponsored by California Integrated
Waste Management Board

LEA and Operator Training and Outreach

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Course Overview

- Permit Implementation Regulatory Requirements
- Noticing requirements
- Informational meetings
- Meeting preparation and presentation
- Meeting follow-up
- Resources



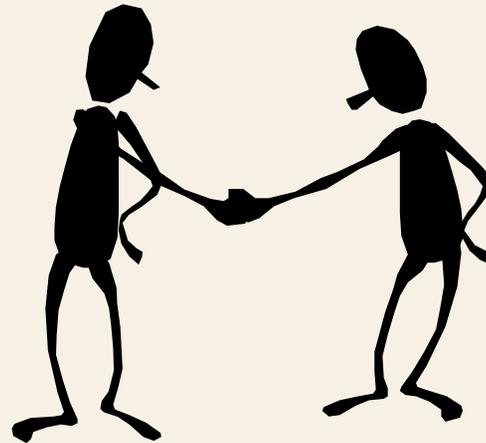
Course Objectives

- Provide tools
- Instill confidence
- Offer techniques
- Develop teamwork
- Provide resources



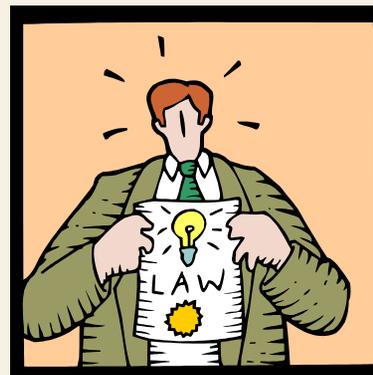
Introductions

- Name / affiliation
- Jurisdiction
- Rural / Urban
- Meeting experience
- Expectations



Permit Implementation Regulations

- What's in the new regulations?
 - Tool 1: PIR – At A Glance
 - Tool 1a: PIR – Detailed Description

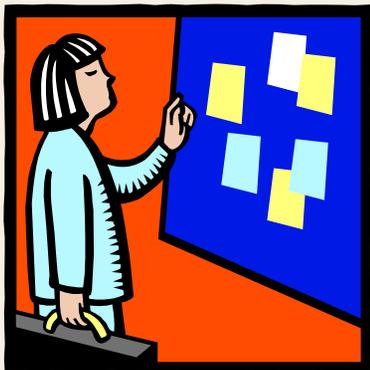


Public Notice



■ Public notice requirement

- New and revised full permits
- New registration and standardized permits, and modified permits
- RFI Amendments



Informational Meetings

- New and revised full permits
- Provide public with information
- Allow public comment
- No official decision made at the meeting



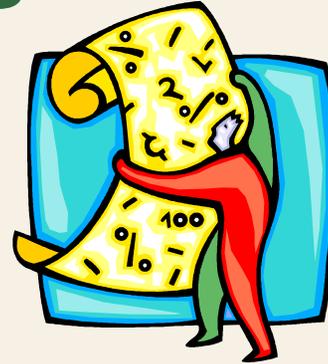
Substitute Meetings

- Same level of noticing as informational meeting
- Meeting held within 1 year prior for the same project
- Applicant does not object
- EA involved in previous meeting
 - Recognized by the president
 - Available to answer questions regarding SWFP



Informational Meeting Summary

- New requirement
- Summary of comments received
- Submitted By LEA with permit application package
- Used by CIWMB for agenda items



Group Exercise:

Preparing for informational meetings

- You are processing a revised full permit application for a landfill in your jurisdiction. What preparations would be necessary for you to notify and hold an informational meeting? Answer with the following in mind:
 - How do you start?
 - What kinds of resources / information would you need?
 - How would you go about preparing?
 - Give BIG PICTURE answers.

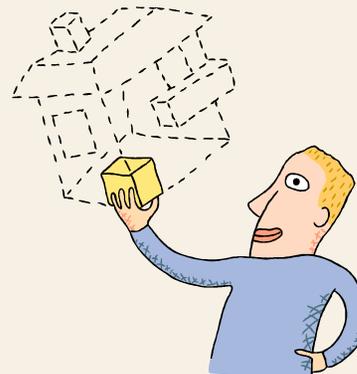
Preparation – Key Components

■ Assemble a team

■ Include the operator

■ Identify roles and responsibilities

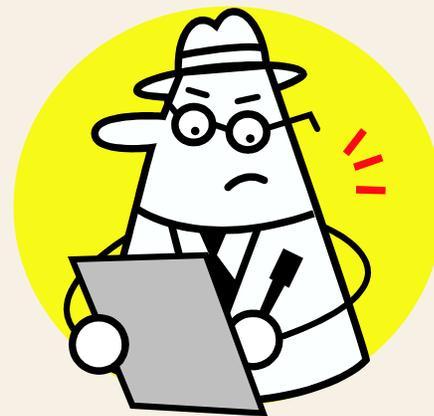
■ Make a plan



Preparation – Key Components

■ Be familiar with:

- regulations
- bureaucracy and politics
- organizational strengths/weaknesses
- the community
- the big picture



Group Exercise: Knowing Your Audience

Think about the residents, businesses, special interest groups and politics surrounding and influencing one of the facilities that you may have to issue a new or revised permit for.

- What questions could come up in the meeting?
- How would you answer them?



Knowing Your Audience

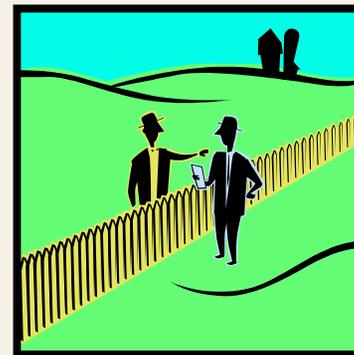
- Never underestimate the power of your audience!
- Preparing for questions
- Answering questions
- All together now
- Educating the public



Knowing Your Audience



- Nearby residents
- Businesses
- Special Interests
- Cultural diversity
- Political influences



Environmental Justice

- Ensure meaningful public participation
- Promote community building
- Allow communities to be effective participants



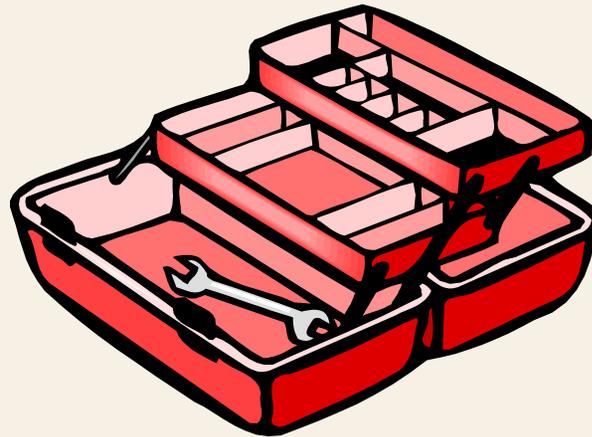
Developing the Message

■ Three essential tools:

■ Fact Sheet

■ Key Messages

■ FAQs



Fact Sheets



- Just the facts ma'am
- Facility facts and figures
- Who, what, when, where
- Use as a handout at the meeting
- Give to the media, others



Key Messages



- Core concepts
- Positive statements
- For all team members
- What you want the public to remember



Frequently Asked Questions



- Answers most common questions
- Simple and easy to understand
- Incorporate key messages
- Use as a handout
- Give to the media, others
- Make a “hip pocket” version

Public Notices



■ Noticing Requirements



- Existing general requirements after LEA receives application – Tool 8
- Additional public notice requirements after LEA accepts application as complete and correct
 - Content of notice – Tool 8
 - Timing & Distribution – Tool 9

RFI Amendment Public Notice



- Public notice required within 5 days after LEA approves amendment
- No meeting requirement
- Example notice – Tool 8d



New Registration and Standardized Permits, and Modified Permit Notice



- Public notice required:
 - New registrations and standardized permits - within 5 days after LEA finds application complete and correct
 - Modified permit – after LEA finds application complete and correct and within 60 days of receiving application

■ No meeting requirement

■ Example notice – Tool 8c



New and Revised Full Permits Public Notice



- Public notice required 10 days prior to informational meeting
- Informational meeting required
- Example notice:
 - New – Tool 8a
 - Revised – Tool 8b



Substitute Meeting Revised and New Full Permit Notice



- Public notice required 10 days prior to LEA making final determination
- No informational meeting
- Example notice – Tool 8e



Group Exercise

Preparing the Presentation

- What would you present?
- How is it presented?
- Who presents?
- Any special needs?
- What support staff is needed?
- What should the public walk away with?



Structuring the Meeting



EA objectives:

- Provide information
- Obtain input
- Address community's needs



Audience objectives:

- Get information
- Have their voice heard
- Have their needs addressed



Presentation Planning

- Know your audience
 - Anticipate participation
 - Consider socioeconomic
 - Cultural differences
- Stand up / Sit down?
- Formal / Casual?
- Audio Visual?
- What should I wear???



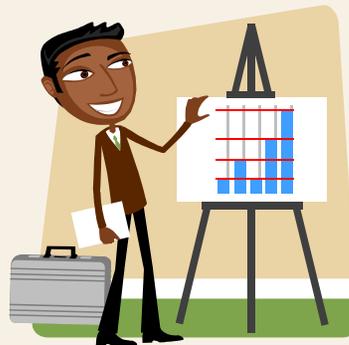
Presentation Techniques

 Know your audience

 Stand and deliver

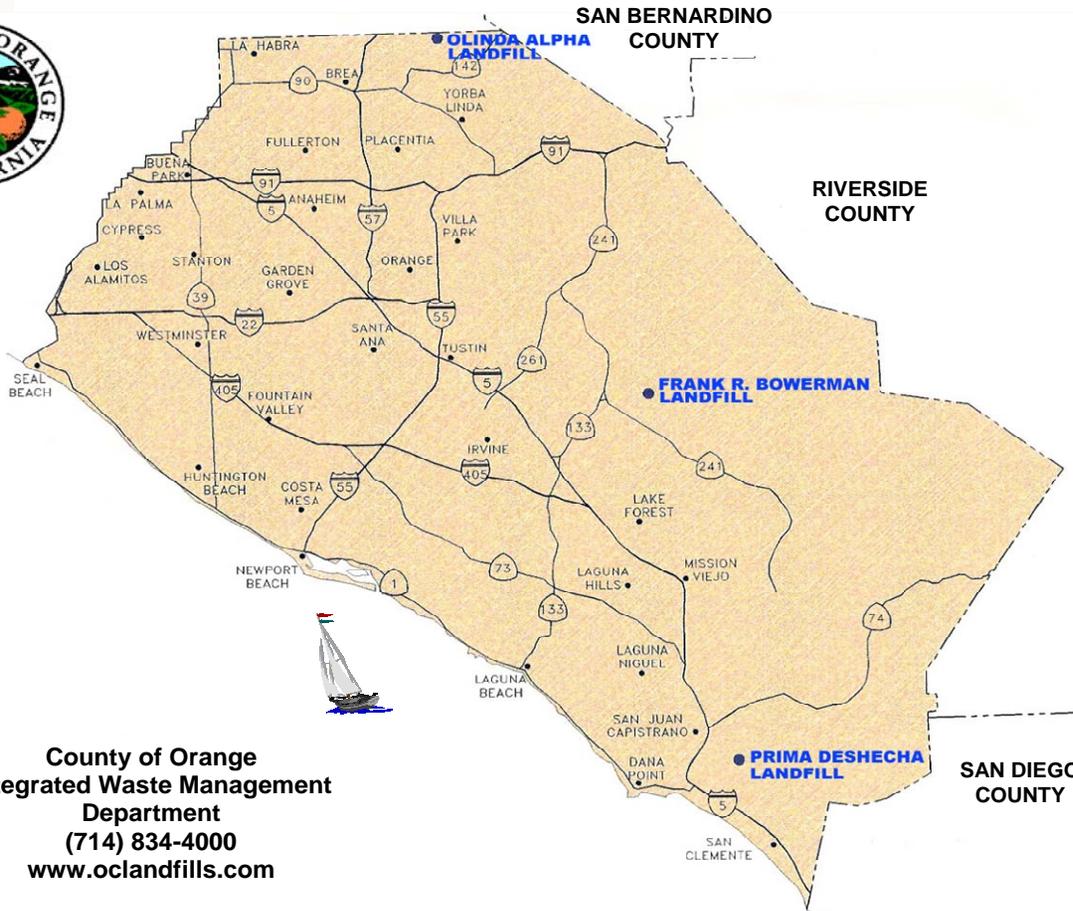
 PowerPoint

 Graphics



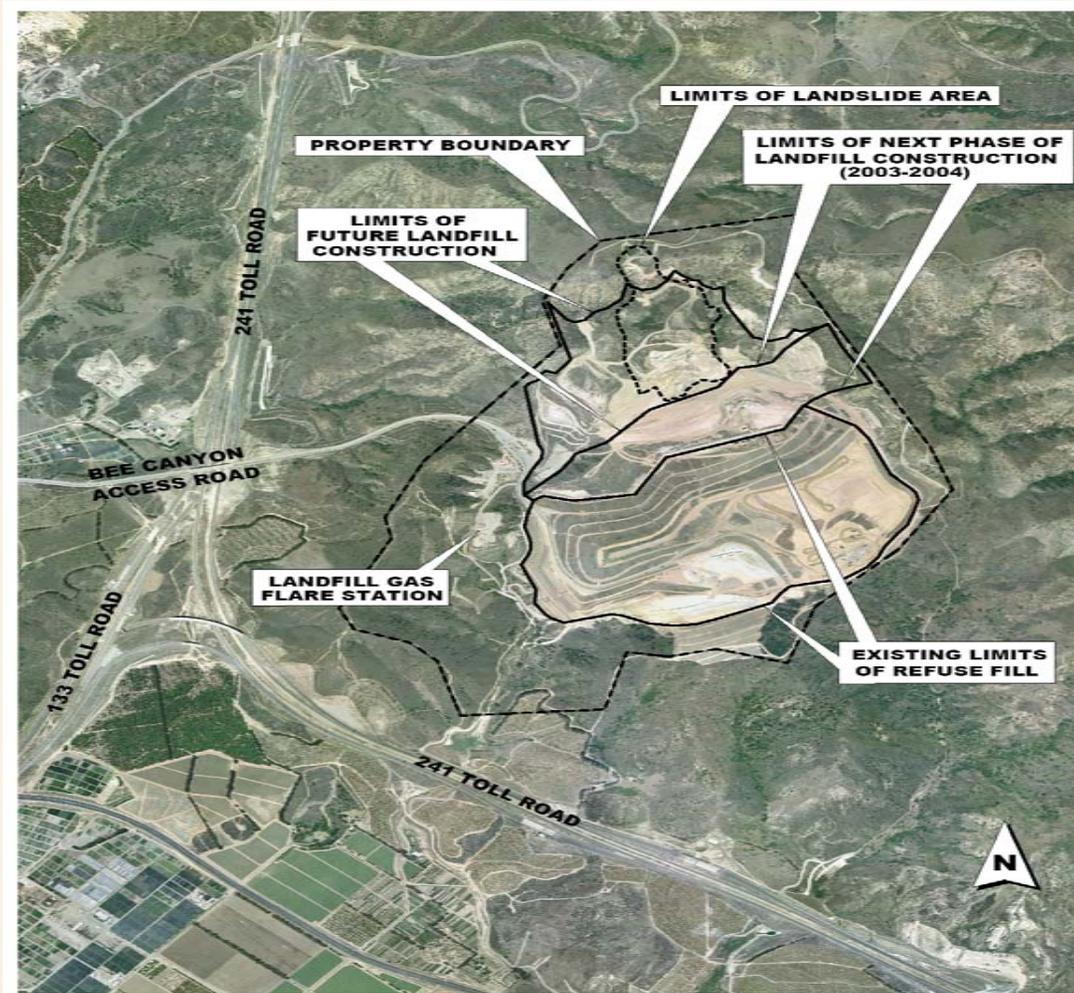
Presentation Techniques

ORANGE COUNTY LANDFILL SYSTEM



County of Orange
Integrated Waste Management
Department
(714) 834-4000
www.oclangfills.com

Presentation Techniques



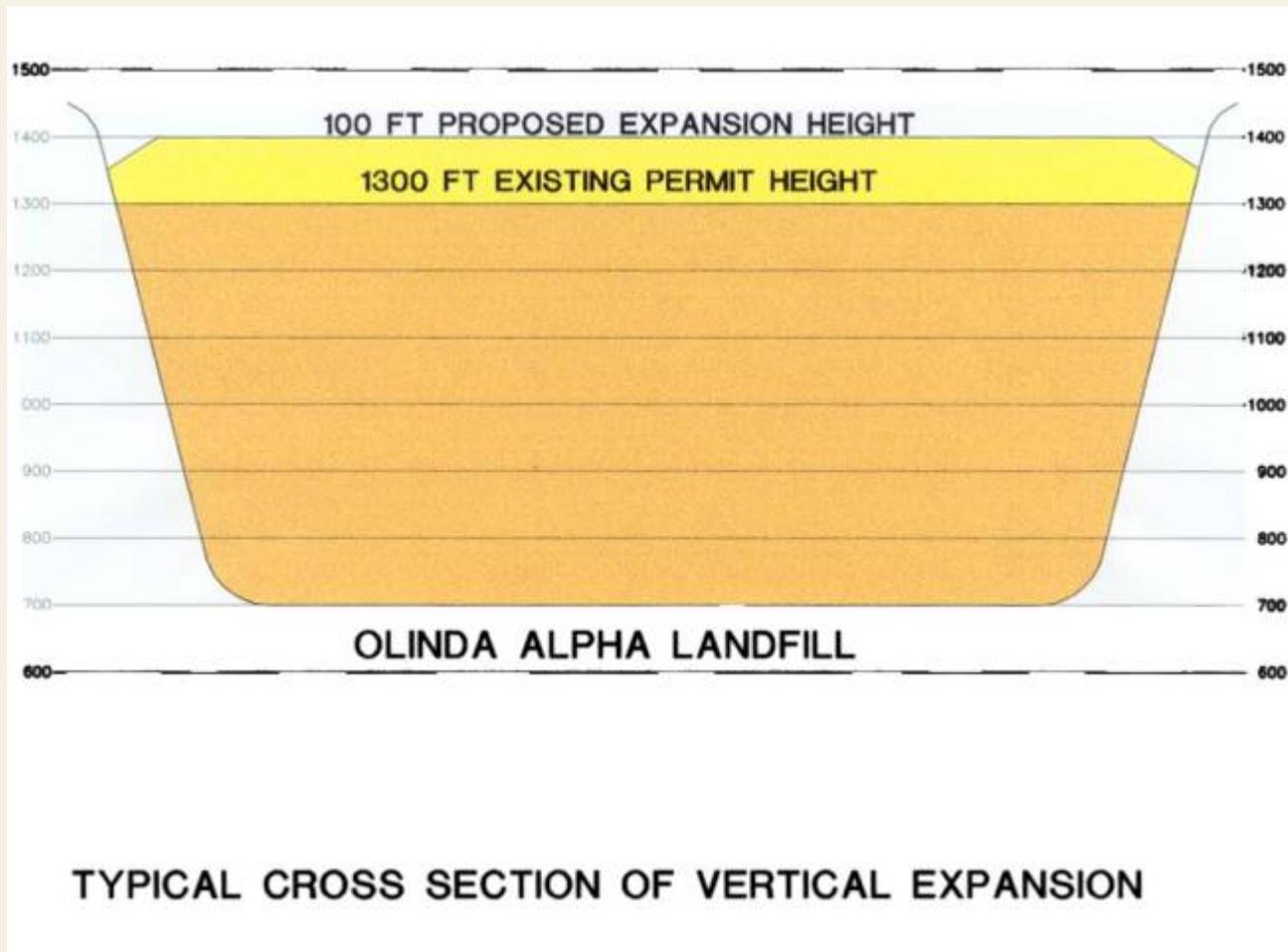
Presentation Techniques



Presentation Techniques



Presentation Techniques



Informational Meeting

Definition

“Informational Meeting” means a meeting where the public is invited to hear and comment on the preliminary determination of the action to be taken by the EA on an accepted application package.

The meeting is strictly informational and no official decision is made at the meeting regarding the formal determination on the solid waste facilities permit application.
[Title 27 Section 21563(d)(4)]



Presenters

- Authority figure
 - Calm under fire
 - Thinks before speaking
 - Speaks to audience level

- Expert in the field

- Limit the number of speakers

- Consider a facilitator



Special considerations

- Know your audience!
- Location, location, location!
- Day and time
- Who speaks to the media?



Support Staff

 Greeter



 Note taker / Court Reporter

 Helper



 Enforcement officer

 Teamwork



Meeting Handouts



- Take-home educational material
 - Literature
 - Brochures
 - Pens with website
 - Recycled materials items

- Fact Sheet

- FAQs

- Contact information



Meeting Sequence



- Housekeeping

- Introductions

 - Presenters

 - Define LEA



- Purpose of the meeting

- Existing permit or conditions

Meeting Sequence

- Proposed change
- What's next
- Questions/comments
- Closing
- Follow-up



Equipment & Supplies



■ Details, details

■ Make a list

■ Designate responsibilities

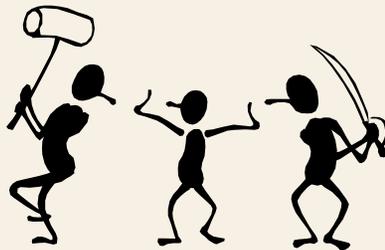
■ Double check

■ More complex – More details



Conducting the Meeting

- Answering questions
 - Just answer the question
 - Give “yes” or “no” then explain
 - Stick to the topic
 - “I don’t know.” is OK
- Not always fun and games!



Dealing with Difficult Situations



- Keeping on topic
- Talkers / Non-talkers
- It's not personal
- Be patient



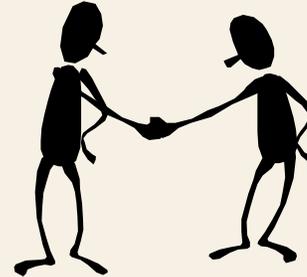
Angry Public

- Advance planning
- Many reasons for anger
- Acknowledge understanding
- Don't take it personally
- Remember meeting purpose



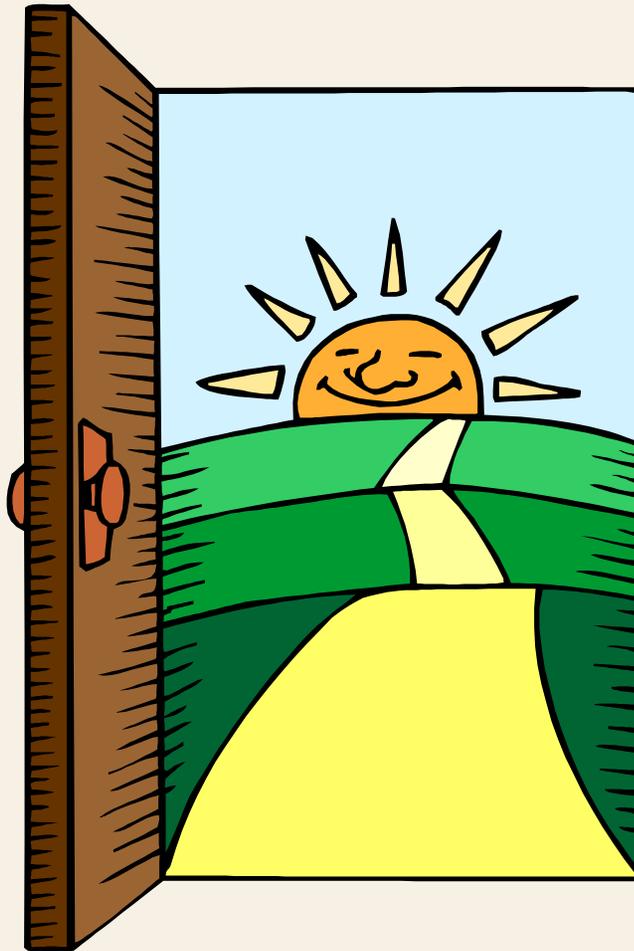
The Media

- Media as a partner
- Be honest and up-front
- Keep them informed
 - What are the issues
 - What are you doing
 - Use key messages





Close the meeting



Meeting Follow-up

- Meeting summary requirements
- Action items
- Documentation



Resources



CIWMB Contacts Can Be Found At:

<http://www.ciwmb.ca.gov/LEACentral/Contacts.htm>

CIWMB Toolbox For Guidance:

<http://www.ciwmb.ca.gov/permittoolbox/index.htm>

Laws and Regulations Governing Solid
Waste Management

<http://www.ciwmb.ca.gov/Statutes/>

