

SALINAS VALLEY SOLID WASTE MANAGEMENT AUTHORITY (SALINAS VALLEY RECYCLES)

SIX-MONTH STRATEGIC OBJECTIVES

July 24, 2017 – January 15, 2018

THREE-YEAR GOAL: SELECT AND IMPLEMENT FACILITIES (e.g., SALINAS AREA MATERIALS RECOVERY CENTER) AND PROGRAMS THAT LEAD TO ACHIEVEMENT OF AT LEAST 75% WASTE DIVERSION						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the September 21, 2017 Board meeting and quarterly thereafter	General Manager	Provide to the Board progress reports on the long-term facility needs Environmental Impact Report (EIR), and other due diligence activities.				
2. At the September 21, 2017 Board meeting	Resource Recovery Mgr., with input from the Board	Identify future public outreach efforts, areas of impact, and funding designated for EIR and long-term facilities needs studies public meetings and engagement.				
3. At the October 19, 2017 Board meeting	General Manager and Resource Recovery Mgr.	Present to the Board for consideration a draft plan for the Second Phase of public engagement and feedback regarding the future SVR facility options, EIR and due diligence study outcomes.				
4. By the November 16, 2017 Board meeting	Asst. General Manager Resource Recovery Mgr.	Present to the Board for consideration an implementation plan and funding structure for expanding residential, commercial and agricultural foodwaste recovery programs to comply with State Mandates of AB 876, AB 1826, and SB 1383.				

THREE-YEAR GOAL: REDUCE LANDFILL DISPOSAL FEE DEPENDENCE THROUGH SELF-FUNDED PROGRAMS AND NEW REVENUE SOURCES						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By the November 16, 2017 Board meeting	General Manager Finance Manager	Present to the Board for information an overview of available State and Federal grants and low interest loan programs available for funding future long-term and permanent facility infrastructure needs.				
2. By the December 21, 2017 Board meeting	Finance Manager	Present to the Board for information an update on the progress of establishing self-funding programs to reduce landfill tipping fee dependence.				
3. By the January 18, 2018 Board meeting	Asst. General Manager	Present to the Board for consideration an update and revised costs for options to improve and self-fund construction and demolition recovery efforts.				

THREE-YEAR GOAL: PROMOTE THE VALUE OF SVR SERVICES AND PROGRAMS TO THE COMMUNITY						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. November 1, 2017	Marketing Committee (Resource Recovery Manager-lead)	Hire a new Intern for Marketing and Social Media Outreach projects, to continue developing promotions, memes, and videos to maintain and increase followers.				
2. By the January 18, 2018 Board meeting	Six Board Members (Rob Cullen, Liz Silva, Kimbley Craig, Tony Barrera, John Phillips, Chris Bourke)	Attend at least one community event to promote SVR services and programs and report the results to the Board.				
3. By the January 18, 2018 Board meeting	Marketing Committee (Recycling Coordinator – lead)	Present to the Board for information the results of a market research study on target audiences to help realign SVR's marketing and branding strategy to best focus resources that enable the most effective methods of public outreach.				

THREE-YEAR GOAL: <i>MAINTAIN A HIGH PERFORMANCE AND FLEXIBLE WORKFORCE</i>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Monthly	General Manager	Continue internal small-group employee informational meetings, with potential attendance by Board members.				
2. By the August 17, 2017 Board meeting	General Manager	Present to the Board for consideration changes to the Personnel Organizational Structure to achieve savings and provide for additional regulatory mandates and programmatic service needs.				
3. By October 1, 2017	Finance Manager	Conduct a staff teambuilding retreat to integrate Finance and Administration staff, contingent on Board approval of the Personnel Organizational Structure changes.				
4. At the November 2, 2017 Board Executive Committee meeting	Management and Staff Personnel Committee	Present to the General Manager and Board Executive Committee for input an updated succession plan to address current and future agency needs.				
5. By the November 16, 2017 Board meeting	Assistant General Manager	Expand the current emergency plan to include natural disaster preparedness for all staff and report the results to the Board.				
6. By December 1, 2017	General Manager	Complete 360 Feedback Process for Managers (all staff evaluate their managers).				