



METROPOLITAN SERVICE DISTRICT  
527 S.W. HALL ST., PORTLAND, OR. 97201, 503/221-1646

## MEMORANDUM

Date: July 15, 1982

To: Mike Burton, Chairman  
Regional Services Committee

From: Dan LaGrande, *DL* Public Affairs Director

Regarding: Community Review of Solid Waste Options

In our meeting on July 1, we discussed a draft plan for public review of the solid waste options. Following that meeting I expanded that plan to address issues raised by you and Councilor Rhodes.

The attached community review plan is submitted for Services Committee consideration. It has three objectives:

- 1) To maintain the Council's neutrality and objectivity until it reaches a decision on which option to adopt for solid waste disposal in the region.
- 2) To provide citizens throughout the region an opportunity to acquire information about the disposal options and direct specific questions to the technical staff.
- 3) To build public confidence in Metro's ability to implement a regional disposal system once the Council has reached a final decision.

The plan can be implemented as soon as you wish.

DL:mo

Atch: Solid Waste Community Review Plan

cc: Executive Officer  
Metro Council

## SOLID WASTE COMMUNITY REVIEW PLAN

**GOAL:** Increase awareness of solid waste issue and options, encourage citizen participation in Council decision making process, and build public confidence in Metro's ability to implement a regional garbage disposal system.

**METHOD:** Provide information to Metro's publics and offer forums for questions and discussion by:

### 1) Public Informational Meetings

Schedule three or four public meetings designed to provide information about the solid waste options and give citizens an opportunity to question staff resource people.

Publicize the meetings aggressively and send written invitations to neighborhood organizations and other community groups. Follow up with phone calls and personal contact.

Hold the meetings in a school, senior center or other community facility which provides an informal, non-institutional setting. Schedule two or three hours of time prior to the meeting for citizens to visit an information and resource center in or adjacent to the meeting room. Provide written materials, displays and other information to the public. Staff the information center with technical people who can discuss the solid waste options with citizens.

Use a moderator to conduct the informational meetings. Seat councilors in the audience. The moderator should introduce each councilor and explain that they are present as elected officials who will be making a decision in the fall on the solid waste system. Councilors can explain that they have not yet made up their minds or reached a decision, and that they want to hear what citizens' concerns are prior to the formal council hearings.

The moderator's role is to set ground rules for the meeting, solicit questions from the audience and direct the questions to the appropriate staff person for an answer.

Cable television firms will be asked to cover the informational meetings and provide a feed to their access channels. In addition, Portland Community Access will be asked to produce a videotape of the meetings for use by other organizations with video playback machines.

2) Meetings with special interest groups

Beginning in late July, schedule meetings with:

- city managers
- chambers of commerce
- labor organizations
- League of Women Voters
- legislators
- local elected officials
- environmental groups
- haulers and recyclers
- special districts, i.e., Port of Portland,  
Wolf Creek Water District, etc.

Meetings will be structured with councilors serving as hosts and moderators. The staff role is to provide technical information and answer questions. Written material on the solid waste options will<sup>be</sup> provided at each meeting.

3) Media workshops/editorial boards

The media will be invited to an informational workshop to gain background on the community review process and receive written material on the solid waste options. Technical staff will be available to answer specific questions.

Editorial boards will be informed of the status of the community review process and will receive written information on the solid waste options.

4) Speaking engagements

The recent solid waste newsletter is generating requests for speakers. Councilors are offered the first opportunity to accept engagements. Speakers should also use the opportunity to explain the community review process and invite the audience to attend the informational meetings.

Slide shows and background material for speeches are provided by the public affairs department.

5) Institutional communications

Major public and private institutions in the region will be asked to include in their internal employee publications articles about the solid waste issue and a schedule of the public informational meetings.

Organizations which publish newsletters for their employees include utilities, labor unions, education, local governments, major public agencies, and many large businesses.

**ROLES:** It is important from the outset of the community review process that citizens understand that the Metro Council is seeking public opinion as part of its consideration of solid waste options, but that a final decision will not be made until fall.

The role of the council in this process is one of neutrality and objectivity. Councilors are not advocates, but elected representatives willing to go out in the community and listen to citizen views and questions.

The role of the executive officer is to provide to the council all information needed to consider the solid waste options and reach a decision with the assurance that the option selected can be implemented.

The role of the staff is to convey the information to the public and provide the technical resources to respond to public questions.

**TIMELINE:** The time and date for the formal council hearing on the energy recovery decision should be agreed to prior to beginning the public informational meetings. Citizens should know the date for the council hearing to be assured that the community review process leads to a point of final decision, and that they have the right and opportunity to make their views known directly to the Metro Council.

A minimum of six weeks is required to set up the public informational meetings if participation from neighborhood organizations and other community groups is sought. It is possible to schedule the informational meetings in late August if the decision to proceed is made in the next week.

Special interest group meetings can begin in early August and should continue into the fall.

Speaking engagements are now being scheduled and will continue into the fall.

Media workshops should be held shortly after agreement is reached on the ERF contracts.

Articles for major public and private institutions should be submitted as soon as dates and places are selected for the public informational meetings and formal council hearing.

In summary, this plan outlines a community review process with five major elements:

- public informational meetings
- special interest group meetings
- media workshop/editorial boards
- speaking engagements
- institutional communications

The resources to implement the plan can be assembled by early August. The information materials include:

- solid waste alternatives analysis
- solid waste alternatives tabloid
- solid waste management plan summary
- ERF project report
- ERF project summary
- fact sheets
- slide shows
- news articles
- radio public service announcement

The decisions needed now to implement this community review plan are services committee approval, agreement on the ERF contracts and selection of dates for the informational meetings and formal council hearing.

DL:mo