

CEO Key Findings & Recommendations Doc: 2/22/23

Key Findings

Public engagement needs to be widened and become more inclusive. This is most likely to be achieved through the following measures:

CEO F-1 Insure language accessibility for at least the County's most used languages. (English, Spanish, Mandarin, and Cantonese)

CEO F-2 Use methods that help target underserved populations, particularly youth and low-income demographics.

- a. This can be achieved through more SMS communication and ensuring all websites and surveys are mobile-friendly.
- b. Increase social media communication and expand to more platforms. (Reddit, TikTok, Sub-Reddit, etc.)
- c. Utilize social media advertising.

CEO F-3 Use outreach methods that do not require people to be pre-signed up or self-selected. This includes, but is not limited to, flyers in public spaces, paid advertising on social media, in newspapers, and on the radio, informational mailers, and other resources.)

CEO F-4 Create user-friendly access to public input documents and testimonies during the process to ensure Benton County, Planning Commission, SWAC, and others.

Key Recommendations

NOTE: Maps displaying the different radii referenced in the following recommendations can be found in Appendix C:5 with the full CEO report and linked [here](#).

CEO R-1 County Development Department and county PIO are responsible for conducting communication and outreach.

CEO R-2 Notifications for Board Hearings on the report should include a postcard, an email blast, a newspaper notification, and social media posts and advertisements. The postcards should be sent to everyone in a 10- or 15-Mile radius of the landfill, and notifications should be sent 24 hours after the board hearing is scheduled.

CEO R-3 Notifications for CUP filings should include a postcard, email blast, newspaper notification, and social media posts and advertisements. Postcards should be sent to everyone within a 10- or 15-Mile radius of the landfill, and notifications need to begin immediately after the initiation of the CUP filing.

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- CEO R-4** Notifications for the BCTT Report completion should include an email blast to the Interested Parties List, Organic Subscribers, those who spoke at the meetings, the Soap Creek Neighbors Group, and other landfill neighbors. Notifications should also include a possible postcard to the entire county with a link to go to and/or scan to get on a list to be informed of further updates and/or have an open house event/public informational meeting. It should be on a weekend during the day so that most people can attend, and the link and email list should be readily available. A 10-Mile radius from the landfill is proposed, and notifications should be sent 72 hours after the report is finished.
- CEO R-5** Notifications for the BCTT Survey for public input on the Workgroup Report should include an email blast, website post, and displays or presentations where people already spend time (i.e., Library, community events). Notifications should include a 10-Mile radius from the landfill and should go out ideally a month before the survey closes.
- CEO R-6** Notification of CUP completion will include a postcard, email blast, newspaper notification, and social media posts and advertisements. They should be sent to the entire county and occur 24 hours after completion.
- CEO R-7** Notifications for Franchise Agreements should include a postcard, email blast, newspaper notification, and social media posts and advertisements. Postcards should be sent to the entire County. Notifications need to begin no later than 24 hours after the agreement.
- CEO R-8** Notifications for Planning Commission Meetings should include website posts and email blasts to interested groups and people already on the existing email list. The notifications should be sent no later than two weeks before the meeting.
- CEO R-9** Notifications for SWAC Meetings should include website posts and email blasts to interested groups and people already on the existing email list. The notifications should be sent one to two weeks before the meeting.