

IWMA Strategic Plan: Local Agency Stakeholder Engagement Meeting

Wednesday, January 21, 2026, 9:30 AM – 10:30 AM

📍 IWMA Office, 555 Chorro St, Ste. D2, San Luis Obispo, CA

- Introductions: Name, Agency, Role
 - Attendees:
 - Peter Brown, Oceano CSD
 - David Athey, Cayucos SD
 - Ron Munds, Los Osos CSD
 - Scott Duffield, Heritage Ranch CSD
 - Meg Buckingham, City of SLO
 - Jodie Snowbarger, County of SLO
 - Andrew Mutziger, APCD
 - Navid Fardanesh, Templeton CSD (IWMA Board)
 - Cyndee Edwards, City of Morro Bay (IWMA Board)
 - Coby Skye, IWMA
 - Lucy Stanus, IWMA
 - Michael Williams, IWMA
 - Ashley Kuder, IWMA
- IWMA's Strategic Plan: review 2021 strategic plan, background on update process
 - Goal of these meetings is to gather feedback about the IWMA's Strategic Plan, compile recommendations and present to the Board for consideration.
 - Broader discussion centered around how the IWMA tackles compliance and enforcement, and how that relates to the IWMA's broader mission.
 - IWMA sees our role as *proactively* addressing regulations, and collaborating to meet requirements more effectively. For example, proactive outreach to businesses reduces the need to refer non-compliant businesses to jurisdictions for enforcement.
 - Oceano suggested including sustainability metrics more directly in the strategic plan (emission reduction, circular economy, etc.)
- Opportunities for collaboration and feedback
 - Reporting and compliance
 - City of SLO emphasized value of not just compiling data but also making it available to jurisdictions – cited SMART1383 access as example
 - Education and outreach
 - Templeton mentioned that WM is implementing significant fees for contamination. Raised the importance of working with haulers to educate customers before issuing fines.

- Hauler holiday emails are good avenues for outreach
 - Group emphasized being mindful of audience when doing education and outreach, and doing broad outreach using multiple channels/mediums to ensure we reach all different populations.
 - Diversify both media placements and intended audiences in marketing efforts.
 - APCD is struggling to reach multifamily complexes, and expressed interest in interagency collaboration.
 - Multifamily outreach identified as a priority by the group
 - APCD mentioned that asbestos violations could be another potential outreach opportunity for collaboration.
 - Special events as an example of a regional approach while working within member jurisdiction's individual processes. IWMA role = development of a guide and best practice.
- Technical support (capacity planning, regulatory review and information sharing, etc.)
 - Issues at jurisdictions with C&D reporting from facilities. No established standard, and currently left to individual jurisdictions to police.
 - Facility permits are governed by host jurisdiction. There are opportunities to discuss reporting requirements regionally, to help all facility customers get the information they need for planning and reporting purposes.
 - Opportunity for IWMA to support jurisdiction climate action plans, since recycling goals also have climate benefits.
 - IWMA wrapping up waste characterization study (first one in a long time), potential to conduct waste characterizations on a regular basis to monitor how our region differs from statewide averages.
 - What does support look like to CSDs vs cities/county? How does support differ to those types of entities or overlap to ensure both equity and adequate support? IWMA strives for a balanced approach, partnering with jurisdictions that have more resources on bigger projects, while recognizing the need to provide more support to smaller jurisdictions.
- Budget and grants
 - Group discussed the potential of reviving the TAG program or a similar mechanism to provide funding support to projects at member jurisdictions.
 - Potential for a rotating program to ensure equity.

- For example, pilot the installation of bottle fill stations and expand countywide across interested member agencies.
 - Overall desire for non-competitive instead of competitive grants, potential for the IWMA to directly provide pre-determined services/supplies rather than direct grant funds.
 - In previous TAG requirements, funding match was a barrier to some jurisdictions, as was staff time.
 - With statewide grants, there is advantage to our agency applying regionally rather than jurisdictions approaching it individually (ex: beverage container grant, HHW Grant)
 - Short-term, grant-funded staffing support can help to achieve special projects
 - Climate Fellows program and internships are examples; City of SLO has had great success with Climate Fellows.
 - Member jurisdiction involvement (ROWING, TSG, etc.)
 - APCD promoted their collaboration with RCDs (Resource Conservation Districts), County offered experience collaborating with them for SB 1383 compost procurement.
 - We can help RCDs by ensuring that compost inputs are clean, so that they meet organic agriculture standards.
 - They are supporting with purchasing spreading equipment with Cal Poly
 - How else can the IWMA support your agency?
- Priority Objectives
 - Attendees were encouraged to provide additional feedback on the discussion draft by email.