



Bay Area Biosolids Coalition: Steering Committee Meeting

July 23, 2019



Agenda

- **Priority Issues (9:15 – 10:45 am)**
 - Strategic Plan Update
 - Allocation of Funds
 - Draft CASA Annual Conference Briefing Presentation
- **Business Updates (10:45 – 10:55 am)**
 - Transition to BACWA as a Project of Special Benefit Complete
 - Board Presentation (to address Brand Research findings)
- **Action Items Summary**
- **Adjourn**





Priority Issues




Strategic Plan Update

- **Mission** (What is the Coalition doing?):
 Work collaboratively with Bay Area utilities to enhance environmental quality and develop cost effective and socially conscious solutions for biosolids management.
- **Vision** (Why is the Coalition doing it?):
 Create a Bay Area region where 100% of biosolids are beneficially used and recognized as an environmental asset.
- **Goals:** Define where we are going (should remain consistent over the next 3 to 5 years)
- **Strategies:** Define our plan for achieving our goals (duration varies)
- **Key Results:** Describes the outcome or how to evaluate progress (specific action or deadline)



Strategic Plan Update

- **Goal 1:** Support the development of diverse and cost-effective biosolids projects for the San Francisco Bay Area
- **Goal 2:** Communicate the value of biosolids for the purposes of increasing understanding, support, and market demand for biosolids
- **Goal 3:** Support and expand biosolids land application in the Bay Area
- **Goal 4:** Advance independent scientific research on the safety and efficacy of biosolids to inform science-based regulations, guidelines and best management practices



Strategic Plan Update – Next Steps

1. Review, solicit feedback and approve the multi-year strategic plan content – mission, vision, values, goals, strategies, and key results/outcomes.
2. Organize an annual planning retreat to determine time-bound results (and associated deliverables) to be produced under each goal.
 - Plan for retreat to take place by March of each year for implementation to begin in July (new fiscal year).
 - Establish specific ways to achieve our goals along with who will perform the work and what resources will be necessary.
3. Upon adoption of the Strategic Plan Update, reserve time during each BAB Coalition meeting to report on the progress of each strategy/key result.



Allocation of Coalition Funds

Guidance Budget (per FY)

- Coalition Management (\$120k)
- Community Engagement (\$15k)
- Discretionary (\$75k)
 - Academia R&D Program
 - Technology R&D
 - Project Development/Support
- JEPA Administration (~5%)

Balance & FY Expenses

- Balance FY '20 = ~\$113k
- SRT/Somelab Contract = \$52k
- Carollo Contract = \$4.5k
- Remaining Balance (without collecting FY '20 dues) = ~\$56k



Draft CASA Briefing Presentation

- Welcome & Introductions – Volunteer
- Strategic Plan Update & Membership – Sarah?
- Research, Communications, & Marketing Tools Support – Manon?
- Q&A





Business Updates

- Transition to BACWA as a Project of Special Benefit Complete
- Phase II Communications / Marketing Tools to begin
- Board Presentation (to address Brand Research findings)



Action Items Summary





Adjourn...

Thank you!

