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**To:** Ivan Henderson, Asst. Director Public Utilities  
**From:** MSWE Consumer Education and PR Team  
**Date:** 4-29-2010  
**Subject:** Team Strategy

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The Consumer Education and PR team has been assigned to strategize an approach to educate the community regarding the Municipal Solid Waste to Energy project. After our April 28<sup>th</sup> team meeting, it was recommended that the following meetings should take place to inform the surrounding Ridge Road community with regards to the MSWE project. These meetings would be tentatively planned for the latter part of June or early July. The proposed outline for the meetings should come about as follows; 1. Provide a full briefing of the MSWE project to Public Utility Chairman Kevin Kelley, 2. Have a Focus Group meeting with residents of the Ridge Road area in order to educate them on the MSWE project and answer any questions or concerns that may arise, 3. Meet with Stakeholders in the Ridge Road, Barberton area and provide a briefing of the project and discuss the affects to the surrounding area, 4. Meet with the local environmental community to discuss any concerns or issues they may have with the project.

The proposed meetings would take place before key Legislation pieces are introduced for the MSWE project later this year. Introduction of Legislation pieces such as the Department of Water's contribution to the Facility Design, is estimated to be introduced during the 3<sup>rd</sup> to 4<sup>th</sup> quarter of this year.

The team will work on tailoring the consumer education pieces to the specific audiences and focus groups, for instance flyers, brochures, and presentation materials.

The following individuals have been considered to complement the existing Consumer Education and PR team;

1. Amy Wainright, Environmental Planner - Northeast Ohio Area Coordinating Agency (NOACA).
2. David Beach, Director - Green City Blue Lake Institute
3. Stuart Greenberg, Executive Director - Environmental Health Watch
4. Sandy Buchanan, Executive Director - Ohio Citizen Action
5. Scott Sanders, Co-Director - Earth Day Coalition
6. Chris Trepal, Co-Director - Earth Day Coalition
7. Holly Harlan, President - Entrepreneurs for Sustainability (E4S)
8. Linda Kimble, Project Coordinator - American Lung Association
9. Alex Brazynetz, Executive Director - Stockyard Redevelopment Organization