CITY OF ANN ARBOR
CIRCULAR ECONOMY ACTION PLAN

PROJECT OVERVIEW

The City of Ann Arbor will create a Circular Economy Action Plan that will identify the needs, assets, and opportunities that exist within the Ann Arbor community to create a more circular local economy. This document will complement the City's A²ZERO Carbon Neutrality Plan by establishing priorities and goals regarding the circular economy, identifying resources for the long-term support of existing circular economy programming, learning directly from the Ann Arbor community as to what future programming is needed, and creating a plan to implement programming that meets these needs.

This work builds on the recently-developed A²ZERO Circular Economy Community Engagement Strategy, the first phase of a broader equitable engagement project around the circular economy. Currently, the City is working with G.O. Williams and Associates and a group of Resident Advisors from frontline communities throughout Ann Arbor to implement this strategy and receive input directly from frontline communities to inform the Circular Economy Action Plan.

The City is seeking funding to continue to engage frontline communities, extend this engagement to businesses and institutions, and use these insights to create a Circular Economy Action Plan that will establish and support sustainable, equitable, and community-driven circular economy programming that will thrive in Ann Arbor.

TASKS, MILESTONES AND DELIVERABLES

Task 1: Resident Engagement

Guy O. Williams and Associates (GOWA) will work with City staff and the City's Circular Economy Resident Advisory Committee, a group of approximately 15 residents from various frontline communities, to survey a broad, diverse group of Ann Arbor residents about their needs, experiences, and methods of engaging with the circular economy. This data will be combined with qualitative feedback and insights provided during bimonthly in-depth conversations with the Resident Advisory Committee to create a final Resident Engagement report, which will be used as source material for the Circular Economy Action Plan and ensure that the City's circular economy programming is rooted in the experiences, needs, and desires of the Ann Arbor community.

- Subtask 1.1 – Host Resident Advisory Committee Meetings
    - o GOWA will reconvene the City's Resident Advisory Committee, a group of approximately 15 Ann Arbor residents from various frontline communities, to collect their insights about the Circular Economy, including their experiences and the needs, assets, and methods of interacting with the circular economy that they have seen in their communities. These meetings will additionally serve to discuss ongoing community engagement efforts and coordinate the participation of Resident Advisors in conversations with and surveying their communities in engagement events (see Subtask 1.2).
- Subtask 1.2 – Surveying and Conversations at Public Engagement Events
    - o Working with City staff, GOWA will develop a survey methodology to have conversations with community members at scale to identify residents' needs, experiences, and methods of engaging with the local circular economy. This calendar of events will prioritize community engagement with diverse audiences that elevate the perspectives of frontline communities. GOWA and City staff will further create a calendar of community events at which GOWA, City staff, and Resident Advisors can implement the survey and will collect and analyze the data.
- Subtask 1.3 – Create Final Report
    - o GOWA will synthesize the outputs of the public engagement survey with the insights generated from the Resident Advisory Committee meetings to create a final report that outlines the perspectives of Ann Arbor residents, particularly from frontline communities with historically limited access to government. This report will include the needs that community members have expressed, the assets that community members appreciate most, the methods by which community members engage with the circular economy, and the ways in which community members would like to see

engagement continue or growing moving forward. This Final Report will serve as a source material for the Circular Economy Action Plan to ensure that the perspectives, needs, and desires of Ann Arbor residents, especially residents from marginalized communities, drive the City of Ann Arbor's circular economy programming.

Task 2: Business and Institutional Engagement

The City will procure a responsible, qualified vendor to create and execute a strategy to engage Ann Arbor's businesses, institutions, and organizations around the circular economy. This will result in the creation of a Business/Institutional Engagement report that will serve as a source material for the Circular Economy Action Plan, ensuring that business and institutional needs are met by the City's circular economy programming.

- Subtask 2.1 – Create RFP for Business Engagement and Circular Economy Action Plan Technical Assistance Vendor
    - o The City will create a request for proposals for a qualified vendor to create and execute a business/institutional circular economy engagement strategy. This will include a series of conversations/meetings with area businesses/institutions to discuss their needs, capacities, and methods of currently engaging in the circular economy. This information will be synthesized into a Business/Institutional Engagement report that will serve the creation of the broader Circular Economy Action Plan.
    - o This RFP will additionally include technical assistance in the researching and drafting of the Circular Economy Action Plan.
- Subtask 2.2 – Release RFP and Subtask 2.3 – Vendor Selection
    - o After creating the RFP, the City will release the RFP for competitive bid and select the most responsive vendor.
- Subtask 2.4 – Administrative Processes for Contract
    - o After selecting a vendor, the City will engage in the appropriate administrative processes to execute the contract and begin work, such as City Council authorization, insurance verification, and contract ratification.
- Subtask 2.5 – Develop Business/Institutional Engagement Strategy
    - o With work overseen by City staff, the Business/Institutional Engagement vendor will create a strategy to host conversations about the circular economy at scale with Ann Arbor's businesses, organizations, and institutions. This will additionally include the creation of a methodology for capturing qualitative and quantitative insights from these conversations.
- Subtask 2.6 – Host Meetings/Surveys with Area Institutions/Organizations/Businesses
    - o After developing a business/institutional engagement strategy, the Business/Institutional Engagement vendor will execute this strategy, hosting meetings and surveying Ann Arbor's businesses, organizations, and institutions to determine their circular economy needs, capacities, and desires.
- Subtask 2.7 – Synthesize Outputs from Business/Institutional Engagement and Create Business/Institutional Engagement Report
    - o After holding conversations at scale with area businesses, organizations, and institutions, the Business/Institutional Engagement vendor will synthesize the data and insights generated from these conversations to create a Business/Institutional Engagement report that can serve as a reference for future City circular economy planning and as reference material for the Circular Economy Action Plan.

Task 3: Creation of Circular Economy Action Plan

After engaging Ann Arbor residents, businesses, organizations, and institutions, the City will work with its vendor to create a Circular Economy Action Plan that will identify long-term opportunities, goals, barriers, and priorities for the City's current and future circular economy programming.

- Subtask 3.1 – Research Best Practices, Funding Mechanisms, and Supportive Policies
    - o The vendor will research local, state, national, and international examples of circular economy programs, methods and mechanisms for funding circular economy programs, and

policies/regulations that support circular economy programs. The vendor will further review these options and evaluate their alignment with Ann Arbor's regulatory context, culture, environmental goals, and equity focus.

- Subtask 3.2 – Identify all City Circular Economy Programs and Perform SWOT Analysis, Asset Map, and Needs Assessment
  - The vendor will work with City staff to identify all of the City's existing circular economy programs, analyzing these programs for their strengths, weaknesses, opportunities, threats, assets, and needs. After analyzing the current status of the City's programs, the vendor will work with City staff to identify mechanisms and opportunities that can address program vulnerabilities and build upon program strengths.
- Subtask 3.3 – Synthesize Findings from Resident, Business, and Institutional Engagement Efforts, Including Gap Analysis of Current Programming Compared to Community Needs
  - The vendor will synthesize the findings from the resident and business/institutional engagement performed in this project, as well as previous residential and business engagement performed by the City around the circular economy, including in Phase 1 of its Equitable Engagement project and its Solid Waste Resources Management Plan process. After synthesizing these findings, the vendor will work with City staff to identify gaps between the City's current portfolio of programming and the needs/desires of residents, businesses, organizations, and institutions. If resources and opportunities allow, the vendor may work with the City to identify ways to modify existing programming or create new programming to meet these needs.
- Subtask 3.4 – Write Circular Economy Action Plan
  - After synthesizing the City's community engagement efforts, the vendor will work with City staff to draft a Circular Economy Action Plan that will:
    - Identify long-term goals and priorities for the City's circular economy work
      - Identify methods to determine progress toward such goals
    - Determine the portfolio of programs that is necessary to meet the Ann Arbor community's needs
      - Identify the short-term and long-term needs of these programs, such as funding and staff capacity, and how these needs will be met
    - Identify opportunities for increasing the accessibility and adoption of the City's circular economy programming
      - Based on resident and business/institution engagement, identify existing barriers to participating in circular economy programs and determine methods to address these barriers.

Project Metrics:

- Task 1:
  - Number of residents surveyed/conversed with at public engagement events
  - Number of Resident Advisors participating in Resident Advisory Committee
- Task 2:
  - Number of businesses, organizations, and institutions surveyed/conversed with through business/institutional engagement strategy
- Task 3:
  - Creation of Circular Economy Action Plan

Project Deliverables:

- Task 1: Creation of Resident Engagement Report
- Task 2: Creation of Business/Institutional Engagement Report
- Task 3: Creation of Circular Economy Action Plan

Milestone	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
TASK 1: Resident Engagement																
Host Resident Advisory Meetings	X	X		X		X		X		X		X		X		
Survey/Have Conversations with Public about Circular Economy at Community Events	X	X	X	X	X	X	X	X	X							
Synthesize Outputs from Resident Advisory Meetings and Community Engagement and Create Resident Engagement Report								X	X	X						
TASK 2: Business/Institutional Engagement																
Create RFP for Business Engagement and Circular Economy Action Plan Technical Assistance Vendor	X															
Release RFP		X														
Vendor Selection			X													
Administrative Processes for Contract (City Council authorization, verification of insurance, negotiations, ratification)			X	X	X											
Develop Business/Institutional Engagement Strategy						X	X									
Host Meetings/Surveys with Area Institutions/Organizations/Businesses								X	X	X						
Synthesize Outputs from Business/Institutional Engagement and Create Business/Institutional Engagement Report										X	X					
TASK 3: Creation of Circular Economy Action Plan																
Research Best Practices, Funding Mechanisms, and Supportive Policies						X	X	X	X	X						
Identify all City Circular Economy Programs and Perform SWOT Analysis, Asset Map, and Needs Assessment						X	X	X	X	X						
Synthesize Findings from Resident, Business, and Institutional Engagement Efforts, Including Gap Analysis of Current Programming Compared to Community Needs											X	X	X			
Write Circular Economy Action Plan														X	X	X