

ACP 2022 Annual Plan Summary

Last update: 3/7/2022

Workgroup	Goals/Objective	Key Performan Indicators	2021 Annual Report - Results
Management & Administration			
Board of Directors (6 Board members + ED)	Increase Income to >\$100K/year	Lead all Objectives & KPI's	- Fiscal oversight of ACP - Support on gathering sponsorships - ACP 2021 Strategy development
Events (ED + Admin Assist)	Produce 9 Events	1. 9 events implemented - see ACP 2022 Calendar 2. Record all events, Post on <i>Healthysoil.org</i>	- 5 events: CM:PP, SWAW, LandscapeEXPO, CBA-Symposium, COMPOST2022!
Projects (ED & Working Groups)	One new project	3. Develop one (1) project to support one or more Workgroup Programs/KPI's	No projects in 2021
Working Groups & Committees			
Communication (Cindy Liles, HDR, Inc.)	Produce 24 Spotlights and distribute to the largest audiences possible	4. 1-2 Spotlights/month 5. Muni Database for Spotlights	- ~16 spotlights,
Executive & Policy Lobbyist (Kathy Lynch)	Produce Leg Reports & Letters	6. Lead Policy Committee 7. Lead ACP interactions with Legislative staffs	- seven (7) support/editing/ advocacy letters on various bills of relevance to compost producers
Healthy Soil (Braeden Cohen, PreZero)	Bring microbiology into the Healthy Soil Metircs & healthy soil building	8. Lead <i>Health Soil Summit</i> 9. Lead 2 Health Soil Webinars	- Formed ACP's first-ever HS Workgroup. - Began planning definitions and events
Education (Zahra Kelly)	Coordinate and provide "ACP Compost is the Solution" to composters and jurisdictions	10. Coordinate content for all events 11. Build out and currate the ACP Resource Center on https://HealthySoil.org/Resource-Center	- Formed ACP's first-ever Ed Workgroup. - Began planning resource center, member support, and events
Marketing (Marcus Coulombe, IERCA.org)	Develop ACP Composter/ Jurisdiction SB 1383 implementation program	12. Matchmaking: ACP Member Jurisdiction connections in an "ACP Muni database" 13. Compost ROI: Use the USCC ROI's to support the connections - prioritize 3 of 10 in 2022	- Formed ACP's first-ever Marketng Workgroup. - 2 Strategy & Program documents: "Guide for ACP Members on SB1383 Procurement Requirements 3.13.21" & "Making /Cmpost Matter"
Equipment (Nick Cobos, Ecoverse)	Collaborate with other workgroups on technology/ equipment advocacy	14. Help sponsor the Calif COTC 15. Coordinate the COMPOST2023! Demoday in Ontrio, Jan 2023	- 5 Sponsorships for CM:PP (June) - New Equipment Chair - Nick Cobos