

County of Santa Clara

Recycling and Waste Reduction Commission of Santa Clara County
Recycling and Waste Reduction Division

1555 Berger Drive, Building #2, Suite 300
San Jose, CA 95112
(408) 282-3180 Fax (408) 280-6479
<http://www.ReduceWaste.org>



PUB ED SUBCOMMITTEE MEETING MINUTES July 23, 2019

ATTENDANCE

Andi Borowski*	City of Morgan Hill
Clifton Chew	County of Santa Clara RWRD
Kaitlyn Cyr *	City of Mountain View
Lauren Dickinson	City of Cupertino
Linda Grand	City of Milpitas
Baily Hall	City of Sunnyvale
Wendy Hediger*	City of Palo Alto
Karin Hickey*	City of Santa Clara
Maija McDonald*	Acterra
Bruce Olszewski*	SJSU
Christina Raby	City of Sunnyvale
Roger Ross	County of Santa Clara RWRD
Ursula Syrova*	City of Cupertino
Donna Thurmon*	City of San Jose
Michele Young	County of Santa Clara RWRD

*denotes voting member or alternate

On phone: No phone participants

1. Call to Order

Ursula Syrova called the meeting to order at 9:35 a.m. A quorum of 8 was present. Those present introduced themselves.

2. Public Presentations

There were no Public Presentations

3. Pub Ed Chair 2019

Ursula Syrova is installed as the new Pub Ed Chair

4. Gigantic Idea Studio – Santa Clara County Reusable Cups Campaign Overview

In previous meetings we discussed a contract extension, and Lisa Duba sent a proposed extension, which meets direction of Pub Ed from last meeting

Michele Young is taking Lisa Rose's position and will take the extension forward. The County will finalize the scope of work and come back to Pub Ed if any clarifications are needed.

Commissioners: Susan M. Landry, Chair ~ James R. Griffith, Vice-Chair ~ Mary-Lynne Bernald ~ Lan Diep ~ Linda J. LeZotte ~ Pat Showalter ~ Rod Sinks ~ Mike Wasserman ~ Kathy Watanabe

Previous campaigns completed by Gigantic Ideas included:

- Holiday Gift Giving – give an Experience
- Recycle Right - Encouraging people to recycle, and find out what is accepted in their City
- Reusable cups – encouraging people to bring their own mug. Many people said they had a reusable cup, but forgot to bring it
 - Campaigns in coffee shops are successful according to survey data
 - Customers opted into text messaging and were signed up

Karin Hickey presented a summary of outreach campaigns at the June 26th Commission meeting, including video clips of each campaign. Karin did a great job with the presentation, and the commission was very impressed with the report, and the campaigns

The 2020 campaign will reinforce the information and tactics from previous campaign.

Question was asked: Will the previous text messaging campaign be used again?

- The scope is not completed to that level of detail.

We should also consider campaigns that target people who stay in the coffee shop, to use a reusable mug. We should work to normalize this behavior

Berkeley is doing a “rent a coffee cup” program, where customers become a member of the exchange. They did an RFP and may have contracted with Revolve. Redwood City has an exchange program, but you need to bring back the cup, which seems like bring your own cup.

Will Gigantic Ideas provide this type of service? No - These programs need to be designed, including implementation infrastructure, etc., The Gigantic Ideas contract is primarily outreach and education.

Action item: Bring the contract back to Pub Ed for any final review that might be needed.

5. Possible Collaboration with SCVURPPP Watershed Education Outreach

SCVURPPP is interested in identifying joint projects in the areas where we have shared messages. Ursula Syrova and Vishakha Atre discussed a stand-alone meeting to develop a joint proposal for funding a campaign that both collaboratives can contribute to – Equally? Discuss in meeting what percentage each contributes.

Brainstorm – August 27th Pub Ed

Finalize Proposed plan – September 23rd Pub Ed

The following discussion points from this Pub Ed meeting, will become the starting point for a facilitated (by Roger Ross) discussion of a potential joint proposal with SCVURPPP at the August 27th Pub Ed meeting:

Goals/Calls to Action – Ask attendees to bring their actionable items to the meeting

- Importance for TAC members? Reduction of single use disposables + resources to make products.
- We also have a new ad hoc TAC subcommittee to discuss food ware.
- Opportunities to leverage the goals already existing in City ordinances
- Need to create calls to action in order to set limits/focus to the campaign
- Call to action? Can we encourage people to refuse the extra service ware?
- Challenge – often preaching to the choir – how do we reach the people who typically don’t respond?

Potential Campaign Features

- Careful with campaigns that show items going into the storm drain
- Can we create a social media post # ?

Logistics

- Come up with a joint project that can be funded by both agencies.
- Take our proposal to the IC for FY 20/21 funding.
- SCVURPPP may be using some of the WEO funding
- After we have funding identified, we would procure a consultant – Who? SCVURPPP or County?
- Need to prepare for October budget planning with IC – the budget process starts in October to Jan/Feb.
- We need to examine ways of splitting costs. Michele Young and Clifton Chew will review County options for funding logistics

Research Questions and Resources – mention available studies in beginning of the brainstorm

- Are there recent litter studies? 2011 study captured volume data, including volume, quantity of individual items, and persistence in the environment.
- Coastal Clean Ups categorize the types of materials
- How much of street trash is because of garbage, recycling and yard waste collection? Including scavengers
- Lots of litter coming from cars, near parks
- Does the Zero Litter initiative have more information? Each City identifies hot spots for water permit.
- Much of the data focuses on what is out there, not necessarily how it got there.
- Much higher rates of litter around fast food and convenience stores. Some food locations have staff pick up litter in a certain radius. Cupertino has an ordinance to force businesses to maintain their litter.
- How can we measure trash reductions, not just gross impressions?
- County food inspection team starting to do outreach directly to restaurants on the straws upon request.

6. Next Meeting

The next meeting will be August 27th and will focus primarily on the SCVURPPP joint proposal

7. Informational Items/Roundtable

Santa Clara – Karin Hickey

- Staff analyst position was approved in the environmental programs division -coming soon.
- Completed an on-land visual trash assessment. Interesting note that on private property, many landscapers are assisting with materials removal

Palo Alto – Wendy Hediger

- Passed the food ware ordinance which will be in effect in January 2020
- Passed - Phase 1 – materials that are currently acceptable in the program - remove straws, stir sticks, include compostables on request (compostable based on what is being accepted by the program) Compostables are being used as a bridge to reusables
- Planned Phase 2 – Get rid of plastics - reusables for dine in – BPI cert for compostables (BPI is updating characteristics to remove toxic chemicals)
- Local school district wants to move directly to renewables – adding kitchens and dishwashing
- JLS and Gunn has dishwashing services – may need some updating at JLS
 - Elementary has converted utensils, and clamshells
- Addison is opening a new kitchen in the Spring

CDR – Bruce Olszewski.

- New student manager – Edna – other manager started Master’s so she is staying
- Changes to website are being completed – Balancing potentially great ideas with \$\$ available
- Bruce will send Beta site to Clif for distribution to TAC- One week to review?
- Creating tool to show what is universally garbage and recyclable, etc. More differences than haulers

San Jose – Donna Thurmon

- Residential outreach is now being done in-house – social norming message - SJ Recycles Clean – no liquids, no food, no problem -interim until residue study is completed
- Next year SJ will implement a large residue study
- Quakes and Sharks outreach campaigns continuing.
- Using “Recyclist” search tool for curbside recycling - 1 year pilot - Donna to send a link at go-live
- New contracts will be in place until 2036 – no source separated compostables (home composting!)
- Can the County use the SJ sports graphics? Staff to review – County may have a ready file for use?

Mtn View – Kaitlyn Cyr

- Summer Resource Guide Newsletter went out to all SFD, MFD Commercial
 - Zero Waste Plan, Characterization Study, reviewing translation options
- Stepping up tabling events
 - Thursday night live, neighborhood association events
 - Sustainability staff are finding that 75% of event Q’s are about solid waste

Sunnyvale – Christina Raby, Baily Hall

- Survey went out to 3000 residents – food capture program – food to animal feed
- Consultant is analyzing for Outreach campaign recommendations
- Plastics Free July campaign rolled out at public activities and Facebook

Morgan Hill – Andi Borowski

- Tabling - Summer fun in the Park + National Night Out
 - Staff from both recycling and stormwater
 - Giving away produce bags, straws, utensils
- Second Chance Week -garage sale September
- Spanish speaking interns working with MFD’s – provided bags, buckets, etc.

Cupertino – Lauren Dickinson, Ursula Syrova

- Successful event held at Senior Center – 30-50 attendees
 - Residents brought in items they wanted to ask about – want staff to return
- Garage sale will be held at the end of September
- 3-stream generator based waste characterization being implemented for Commercial/Municipal/ MFD
- Staff is attending City cup regional meeting regarding reusables for take-out service ware to bring ideas back to the County -to support development of regional ordinance.

8. Adjournment

The meeting was adjourned at 11:06 a.m.

NEXT PUB ED MEETING: August 27, 2019