

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>



PUBLIC SUBCOMMITTEE MEETING MINUTES June 25, 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
Lisa Duba	Gigantic Idea Studio
Wendy Hediger*	City of Palo Alto
Karin Hickey*	City of Santa Clara
Maija McDonald*	Acterra
Christina Raby*	City of Sunnyvale
Ursula Syrova*	City of Cupertino
Donna Thurmon*	City of San Jose

CALL-IN ATTENDANCE

*denotes voting member

1. Call to Order and Introductions

Karin Hickey called the meeting to order at 9:31 a.m. A quorum of seven was present. Those present introduced themselves.

2. Approval of Minutes for the Meeting May 28, 2019

Approval of the minutes were deferred until the next meeting.

3. Public Presentations

There were no Public Presentations

4. Gigantic Idea Studio – Reusable Campaign Recap

Lisa Duba presented the analytics from the campaign:

- 1.3 million impressions
- 5,365 clicks generated
- 0.4% clickthrough rate
- Influence visits were 44% higher than expected (people who interacted with the content were engaged)

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

- 60 additional social media posts were made from stakeholder groups
 - Created 18,000 additional social media impressions
 - 640 additional social media engagements
- Overall for the digital ads:
 - Had better traction with those at higher income levels
 - Performed best in the 25-34 age range
 - Overall engagement highest in 18-34 age range
 - Men clicked more often (opposite from events)
 - Top performing cities by clicks: Santa Clara, San Jose then Sunnyvale
 - Weekends were better at getting peoples attention
- Data from County webpage (numbers may not sum up due to block of cookies):
 - Visited 9,000 times with 7,000 unique visitors
 - Direct traffic 43.8%
- Print Ads:
 - Four week run
 - Difficult to determine direct impact

A question was asked, would you do anything different? Lisa Duba replied, working with businesses on a longer term basis especially for campaigns like the cups to develop the culture. It was a good media campaign, where the creative was engaging which was verified by the traffic. An out of state jurisdiction asked to use the collateral.

5. Next steps for the Campaign/Contract Amendment

Clifton Chew stated that IC has approved the budget and that the County needs will need do contract in the new fiscal year. Lisa Duba mentioned that she had put together a basic scope for the new contract. She stated that the total amount is now about \$150,000, which is a little bit less than the last contract years. It is set up as a media campaign. The current budget does not have room for new primary research. Could use research we have already conducted and go deeper or do more on one of the topics we already researched: Reusable Cups or Gift Giving campaigns. Lisa suggested that they could go deeper into the barriers of reusable cups. A new topic can be selected if the Subcommittee wants to go in a new direction but would need to use secondary research due to limited budget. It might be good to focus on high level source reduction issues because the recycling rules are different in each city. An example would be the harm of disposable food ware products or benefits or reusable food ware. Lisa said they could start planning as soon as the contract was ready – they would need a month or two to figure it out., develop messaging, and possibly having some testing. Testing could be an electronic focus group or actual focus group; and would need three regionally. She would then need to go through the creative, developing, testing (if possible), then planning the media, rolling it out, and finally reporting. Timeline would be Earth Day launch.

Karin Hickey mentioned that if SCVURPPP is interested in partnering, they would need to go to IC in the fall and request those monies. Karin did not think that there was not enough time to conduct a gift giving campaign.

Lisa Duba mentioned the possibility of setting aside some media budget to rerun the content the subcommittee already has at that time. Clifton Chew stated that doing so reinforces the message and that historically the subcommittee would run campaigns for three seasons.

Wendy Hediger mentioned liking the idea of digging into the cups issue. Hediger mentioned that from Palo Alto's perspective, they are going to look into the next phase of their reusable food ware ordinance that will look into cups.

6. SCVURPPP Information about possible collaboration/accepted messaging for IC request for FY2021

Karin Hickey said she had spoken to Vishakha Atre about a possible group message that is not only a call to action but includes why they are doing it. Example is bringing a reusable cup will save this amount of space in the landfill. Put on agenda for next month's meeting.

7. PubEd Chair Successor

Karin Hickey said Cupertino could not commit at the beginning of the year but possibly mid-year. Ursula Syrova has accepted to be chair after the request for her appointment at the next TAC meeting.

8. Information Roundtable

Maija McDonald said Mission Trail Los Altos has a message system to allow resident to say they have an item available (over 50 lbs.) and when someone indicates that they want it, Mission Trails will pick up the item curbside (not in the house) and deliver to the interested resident.

Wendy Heideger announced that last night, Palo Alto City Council adopted Disposable Food Ware ordinance. This bans plastic: straws, utensils, stirrers and other accoutrements in Phase I, they can be compostable but only offered upon request. Additionally, produce bags have to be compostable. Phase II is requiring reusables at dine-in restaurants with a charge on disposable items. Getting the school district on board by having the central cafeteria have stainless steel sporks, cold food in reusable clamshells, starting with elementary school. Council also adopted the deconstruction/construction material requirements which requires any building that was going to be demolished would now to go through deconstruction with a reuse organization doing a salvage survey. The contractor then has to salvage the items listed with the remaining items being source separated.

Andi Borowski Morgan Hill got an intern for outreach.

Karin Hickey said she will showing all campaigns to the RWRC but focus on the Cup Campaign.

9. Adjournment

The meeting was adjourned at 10:45 a.m.

NEXT PUB ED MEETING: July 23, 2019