

County of Santa Clara

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

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<http://www.ReduceWaste.org>



PUB ED SUBCOMMITTEE MEETING MINUTES May 28, 2019

ATTENDANCE

Andi Borowski*	City of Morgan Hill
Clifton Chew	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
Jason Ino	RWRD
Maija McDonald*	Acterra
Ursula Syrova*	City of Cupertino
Lori Topley*	City of Mountain View
Junko Vroman*	City of San Jose

CALL-IN ATTENDANCE

Lisa Duba	GIS
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*denotes voting member

1. Call to Order and Introductions

Karin Hickey called the meeting to order at 9:32 a.m. A quorum of seven was present. Those present introduced themselves.

2. Approval of Minutes for the Meeting February 26, 2019 and March 26, 20219

Maija McDonald made a motion for the corrected minutes for typos for the February 26 meeting. The motion was seconded by Junko Vroman and all present voted to approve the corrected February minutes.

Junko Vroman made a motion to approve the March 26 meeting. The motion was seconded by Maija McDonald and all present voted to approve the March Minutes.

3. Public Presentations

There were no Public Presentations

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

4. Gigantic Idea Studio – Reusable Campaign

A. Tabling Event Results:

Lisa presented. 789 conversations, 95 people subscribed to the program. 5 people set up phone reminders to enter raffle. Prevalence of mobile orders proposes a barrier for reusable cups. Men seemed harder to engage than women. Convenience seemed to be a factor

B. Tabling Supplies update

Supplies are with Clifton Chew.

C. Possible Campaign Extension

Maija talked about Philz allowing reusable cups for mobile orders. Karen asked about extending text options. About 97 are subscribers from events. Texts scheduled to stop on Friday

Karen asked group if they want to extend campaign. 56 people currently use the reminder.

- 1) extend Cupminder until June 30th , Keep it going. Update county site.
- 2) Continue raffle? The event staff is responsible for asking for raffle prize donations.

Karen: received email from Denver Recycles regarding sharing campaign idea. Group agreed to share documentation

D. Facebook Permission Update

Youtube video promotion. Did well on YouTube. Social media did well compared to industry benchmark. 51% Video completion rate. Click through rate of .47%. Print ads will be in final report. Facebook did not approve video going into newsfeed. Considered any environmental message as a matter of national politics.

How to keep building on this campaign idea or address other issues

E. Information Requested by Denver Recycles

Denver Recycles wanted to borrow the idea for the reusable cups. It was decided to allow Denver to contact Lisa to get the files and contract with her if they wanted to customize it. Julie Muir was interested in the specifics of Cupminder and will contact Lisa Duba.

5. Watershed Watch Litter Video

<https://vimeo.com/magoneproductions/review/332321369/1464ba9160>

SWPPP liter vid about butts. The message would have to be a reduce waste message. Maija commented on visibility of cigarette in video and cigarette litter. Invite StormWater to August meeting.

6. Information Roundtable

Ursula Syrova talked about social media maven. Junko spoke about Philz. Morgan Hill spoke about Grinds vines and automobilia. Maija spoke about compostable cups. Sunnyvale spoke about Philz and Citywide garage sale.

Lori Topley spoke about Mountain View's yardsale. Cupertino commented on HS band fundraiser. Maija spoke about bulky item pickup for residents.

Kaitlyn Cyr updated on Mountain View tabling; Earthday event in MV; Spring parade.

Karin Hickey commented on bringing seeds to the next meeting.

Bruce Olszewski is developing universal curbside information. Changes to search page. Looked at 20-3-

different recycling websites for updates. Graduate research for EPR paint and PV. Stephanie will be interning with county. Referenced newspaper articles.

Karin Hickey said Chromatic coffee event. Santa Clara Works event; Booth on Vermicomposting, redid franchising contracts. Currently 12 haulers in non-exclusive franchise agreement. Will hire R3 to do audits.

7. Adjournment

The meeting was adjourned at 10:44 a.m.

NEXT PUB ED MEETING: June 23, 2019