

County of Santa Clara

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

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PUB ED SUBCOMMITTEE MEETING MINUTES October 22, 2019

ATTENDANCE

Vishakha Atre	SCVURPPP
Ricardo Barajas	Valley Water
Andi Borowski*	City of Morgan Hill
Clifton Chew	County of Santa Clara RWRD
Kaitlyn Cyr*	City of Mountain View
Liz Fachetti	Student
Nicole Greenspan	Gigantic Idea Studio
Wendy Hediger*	City of Palo Alto
Erin Lennon	SCVURPPP/ EOA
Sandi Manor	Ad Manor, Inc.
Julianna Martin	County of Santa Clara CWP
Maija McDonald*	Acterra
Nico Njuguna	County of Santa Clara CWP
Stefanie Pruegel	Gigantic Idea Studio
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:

Pia Lusk	West Valley Clean Water Authority
Trish Mulvey	Clean South Bay
Chris Slafter	Clean Water Action

1. Call to Order and Introductions

Ursula Syrova called the meeting to order at 9:32 a.m. A quorum of six was present. Those present introduced themselves.

2. Approval of Draft Minutes of September 24, 2019

No minutes to approve.

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 ~ Mike Wasserman ~ Kathy Watanabe

4. Presentation and discussion until 10:30 a.m. regarding extension of the Gigantic Idea outreach campaign and plans for the Gift Campaign Promo (Nov-Dec) and the Spring Cups Phase II Campaign with Coffee Shop Engagement enhancements. **

Presentation by Nicole Greenspan from Gigantic Idea Studio.

Gift Campaign - \$5K for labor in creating Facebook content and ad placement, YouTube placement for the ads and content tracking. The remaining \$20K is for media. Need approval for web copy: PubEd Subcommittee members felt a positive message was better so keep the first part about ‘Need a gift...’ but then jump to ‘consider giving...’. Wendy Hediger motioned to accept the modified web content. The motion was seconded by Maija McDonald, all present voted to approve. Next is the Facebook post -views. Ursula Syrova made a motion to approve the content. The motion was seconded by Wendy Hediger and all present voted to approve. Next is the Facebook post – visits. For the copy: remove ‘low-waste’ and for the images: there some discussion about the water park photo (season appropriate). A motion was made by Andi Borowski to edit the copy and authorize Karin Hickey to approve a replacement image. The motion was seconded by Maija McDonald and all present voted to approve.

Cup Campaign - \$60K for labor (planning, content and collateral as well as direct outreach to business and reporting) and \$65K for media (paid media buy and prizes). Would need support of jurisdictional staff to have the reach goal. It was noted that with the reduced budget, only the English video and ads would be rerun. The prior campaign found that engagement had a higher impact so directly target businesses in promoting reusables. Develop toolkit for businesses that would include signage, training guide for staff, social media content and the raffle. Timeline has areas in red where assistance from jurisdictions would be needed. An interesting situation was to the to-go customer, someone said Phils would prepare the beverage in their own reusable container and then transfer to the customer’s once they arrived.

Ursula Syrova made a motion to follow the three decision points. Donna Thurmon seconded the motion and all present voted to approve.

An informal poll was taken to keep the normal meeting date (Thanksgiving holiday).

5. Beginning at 10:30 a.m.: Second review of draft funding request proposal with representatives from SCVURPPP Watershed Education and Outreach Ad Hoc Task Group (WEO AHTG) for support of shared messaging on the topic of reducing use of single-use disposable items. (No new draft at this time – we will review in-person at the meeting). 58::30**

Ursula Syrova handed out the draft scope of work for review.

Sandi Manor gave a presentation on BayROC 2018 Campaign Strategy. The last two years focus on reuse messaging: Refuse disposable, ReuseToGo.org. - beverage containers and straws. Target 9 Bay Area Counties, look at food institute research done in 2012 for QSR (Quick Service Restaurant) Magazine. Demographic highest usage of QSR and coffee shops: age 25-34 was the highest usage with age 35-44 was the next highest group; Gender was evenly split; and Income level was household over \$100K and also no kids living at home.

Creative strategy used anthropomorphic animals expressing positive reinforcement for using reusable options vs. disposable: Animals indigenous to CA; Positive messaging; and Emotional appeal. Didn’t want to tell younger audience what to do. Sandi Manor said another aspect was to engage a social media influencer – Jerry James Stone, internet chef for the Food Waste Campaign. Borrowed from ReThink Disposable for a pledge. She said in 2019 integrated paid video ad into the campaigns. Saw largest uptick in direct web hits with the radio ads. Geofencing around QSR and coffee shops created the largest level of engagement and click throughs.

Sandi Manor then went over the Protective Central Coast Campaign (Monterey, Santa Cruz and San Benito Counties). The combined population is under 1M. The outreach budget is \$100K to \$125K per year and their funding is through franchise hauler agreements. English/Spanish is 60/40 split and target tourists. Like to illustrate impacts and show desired behavior.

A question was asked to Sandi Manor about what changes year to year are made in the campaign. Sandi responded that for the Central Coast, they wanted to spend more on the production end. Also created additional messaging that was missing – Recycle Right: get back to basics; clean and dry; Crime scene: series on contamination; and Illegal dumping.

Chris Slafter with Clean Water Action, gave an overview material the standard pieces developed and then how the piece was adapted to a business. Alameda Market Place transition businesses inside to use reusables when customers ate onsite. Developed signs at the entrances. Next at was at the point of contact where the customer ordered food – signage either on the counter or available to show the customer. The final piece was the tabletop – thanking customer for choosing reusable with information about reusable. San Anselmo passed an ordinance and they develop outreach: four-page booklet explaining ordinance; table tent that goes on the tabletop; small card for customer at point of sale.

It was noted that some of the tabletop material was easily stained/degraded which would make it more difficult for the businesses.

Chris Slafter said the City of Alameda paid for the design and printing, they provided input. They developed the material for the Marketplace but the Marketplace paid for the hardware (A-frames, plastic holders etc.).

Clifton Chew reiterated IC is re-evaluating core programs: Green Business; Home Composting, etc. They have not made any budgetary determinations yet.

Ursula Syrova said Michele Young mentioned that Valley Water has mini-grants (\$5K) available. Could use mini-grant to print materials. She is hoping developing a cost proposal for IC. From the discussion, awareness was the goal from the last meeting.

SCURVPPP will meet mid-November to discuss budget.

Valley Water – Pollution Prevention grant August 2nd to Nov 1st.

6. Informational Roundtable

Insufficient time.

7. Adjournment

The meeting was adjourned at 11:43 a.m.

NEXT PUB ED MEETING: November 26, 2019