

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

September 24, 2019

ATTENDANCE

Vishakha Atre	SCVURPPP
Andi Borowski*	Cities of Gilroy and Morgan Hill
Clifton Chew	County of Santa Clara RWRD
Kaitlyn Cyr*	City of Mountain View
Lauren Dickinson	City of Cupertino
Bailey Hall	City of Sunnyvale
Karin Hickey	City of Santa Clara
Vanessa Marcadejas	County of Santa Clara CWP
Nitza Marquez	San Jose State University
Lauren Matthew	City of Sunnyvale
Maija McDonald*	Acterra
Peri Newby	City of Sunnyvale
Nico Njuguna	County of Santa Clara CWP
Bruce Olszewski	San Jose State University/ CDR
Roger Ross	County of Santa Clara CEPA
Ursula Syrova*	City of Cupertino
Donna Thurmon*	City of San Jose
Colleen Trostle	Valley Water
Michele Young	County of Santa Clara RWRD

*denotes voting member or alternate

On phone:

Trish Mulvey Clean South Bay

1. Call to Order and Introductions

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

2. Approval of Draft Minutes of August 27, 2019

Maija McDonald motioned approval of the August 27 minutes. Karin Hickey seconded the motion and was passed unanimously.

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

3. Public Presentations

There were no Public Presentations

4. 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 single-use disposable items.

Ursula Syrova said a draft funding request was sent out prior to the meeting. Look at the following options:

- Take what was discussed and create an entirely new campaign - unique to us; full campaign; develop collateral etc. (big money ask)
- Customize and distribute items from existing campaign from the messaging that we want
- Expand the reach of current campaign

Ursula said there are several campaigns that touch on our areas of interest: BayROC has 'Reuse To Go'; we have the 'Reusable Cup Campaign but it focused on cups and did not have storm water aspect; ReThink Disposable was raised but it is targeted to businesses. Trish Mulvey brought up 'litter pathway' which was a bus tail ad that showed an overflowing trash can and then showed a creek with the same material as litter.

Ursula Syrova indicated that previous feedback did not want to show undesirable behavior. She also indicated that she was leaning toward a one-year campaign which was pointed out, would preclude a new campaign. Vishakha Atre said feedback from SCVURPPP: If an existing campaign was used, the creative that is developed is focused in Santa Clara Valley and addressing local issues; Include a piece that educates policy makers; If it is a new campaign, conduct a RFP.

Clifton Chew clarified that BayROC was currently undergoing a reorganization but would continue the current campaign with the collateral available to its members. They use Sandi Manor for their outreach. Ursula Syrova looked at the BayROC material which included: an otter animation swimming with a six pack ring around its neck; chef talking about bringing your own to-go ware; real turtle swimming around with text about refusing straws; video of otter playing with plastic water bottle. Nothing specific to Santa Clara County; doesn't differential creek vs. ocean and nothing targeted to businesses.

Ursula Syrova said the Reusable Cup Campaign did not have anything about litter or the watershed. It was noted that \$150K was added to the current contract: Give an Experience Campaign will be re-run as is this winter and spring will have a slightly revised Cup Campaign.

Ursula Syrova said the ReThink Disposable has a lot of collateral about all the throw away materials and how it ends up in the water while there advertising targets trash volume reduction.

Tony Eulo had previously contacted Ursula Syrova and communicated that funding something already existing would be more likely get support for funding at IC. It was brought to her attention that you can't have an ordinance for recycling correctly but there could be a product ban or ordinance for food ware. After some discussion, subcommittee members felt working on an existing campaign would be better.

Kaitlyn Cyr gave a brief summary of the Ad Hoc Foodware Subcommittee progress. They looked at 16 jurisdictional ordinances and pulled various parts to draft a model ordinance with different phased in requirements from 12 to 48 months. Starts with a requirement of polystyrene ban; then accessories available upon request; then food service ware containers be recyclable or compostable but eventually only compostable; and finally reusable straws. The model ordinance is structured to have all the agreed upon pieces but with time tailored to individual jurisdictions. The model has a menu of items that cities can select from.

Clifton Chew provided an overview of the budget process. IC will meet next month to examine the budget and determine if there are any funds available for project. If they determine that there are funds available, then a call for projects will be sent out to IC/TAC members and interested parties. At the following meeting (November), IC will review all submitted projects and vote to approve and fund appropriate projects. The approved budget will then go the RWRC either in December or February. Once the RWRC approves the budget, it gets forwarded to the Board of Supervisors for final approval in June.

Ursula Syrova said she will reach out the ReThink to ask if they will develop a proposal specific for Santa Clara County. The County indicated that it would be difficult to do a single source contract with ReThink but if SCVURPPP could contract with ReThink, then the project would be more doable. The timeline is to work out the details at the next meeting so that there would be a proposal ready if IC indicates funds are available.

5. Informational Items/Roundtable

Cupertino – Ursula Syrova, Lauren Dickenson

- Bea Johnson spoke last night at Community Hall
- Waste Characterization focused on multifamily and municipal waste looking at all three streams (hope to be done by end of calendar year)
- Citywide garage sale this weekend

CDR – Bruce Olszewski

- CDR has new students and considering a request to IC to do social media outreach from Recyclist recommendation.

Santa Clara – Karin Hickey

- Council study had a study session on solid waste.
 - Finishing negotiations with Recology for residential recycling
 - Decide the future of the food scrap pilot program – extend city wide or place food scraps in clean green; went with split cart system.
 - Negotiate with GreenWaste for mixed waste processing

Valley Water - Colleen Trostle said costal clean up was last Saturday with 51K pounds of trash removed.

County Santa Clara Clean Water Program - Vanessa Marcadejas

- Saturday clean up didn't see a lot of polystyrene or bags but did find bottle caps and straws
- Looking at how to engage community in San Martin

Morgan Hill – Andi Borowski

- Gilroy and Morgan Hill had citywide garage sales
 - Gilroy's numbers were down
 - Morgan Hill's numbers were the same
- Second Chance Week had good turnout for coats, eyeglass and bicycle donations
- Creek clean up on Saturday only 10 volunteers and picked up 290 pounds of material
- Friday climate strike – students came to City Hall

San Jose – Donna Thurmon

- Continues to promote Recycle Right Campaign
- Sports campaign

Sunnyvale – Christina Raby, Baily Hall

- Noticed more little items coming from business with smoke break locations

County RWRC – Michele Young

- Gigantic Idea Studio 1-year extension

- Completing shark campaign
- Met with ReThink last week and they are finalizing their report

6. Adjournment

The meeting was adjourned at 11:10 a.m.

NEXT PUB ED MEETING: November 26, 2019