

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 February 25, 2020

ATTENDANCE

Ruth Aurora	San Jose Conservation Corp.
Andrew Becerra*	City of San Jose
Andi Borowski*	Cities of Gilroy and Morgan Hill
Clifton Chew	County of Santa Clara RWRD
Kaitlyn Cyr*	City of Mountain View
Lisa Duba	GIS
Nicole Greenspan	GIS
Baily Hall	City of Sunnyvale
Maija McDonald*	Acterra
Roger Ross	County of Santa Clara
Ursula Syrova*	City of Cupertino
Andrea Trese	City of Los Altos
Colleen Trostle*	City of Santa Clara
Michele Young	County of Santa Clara RWRD
???	City of San Jose

Donna Thurmon*	City of San Jose
Wendy Hediger*	City of Palo Alto
Linda Grand	City of Milpitas
Peri Newby	City of Sunnyvale
Karin Hickey*	City of Santa Clara
Cheri Donnelly*	City of Cupertino
Alex Wykoff	City of Cupertino

*denotes voting member or alternate

On phone:

Peri Newby City of Sunnyvale

1. Call to Order

Ursula Syrova called the meeting to order at 9:34 a.m. A quorum of **seven** was present. Those present and on the phone introduced themselves.

Commissioners: Susan M. Landry, Chair ~ Mary-Lynne Bernald ~ Pam Foley ~ Linda J. LeZotte ~ Anthony Phan ~ Rod Sinks ~ Nancy Smith ~ Fred Tovar ~ Mike Wasserman ~ Kathy Watanabe

2. Approval of Draft Minutes of November 26, 2019

Andi Borowski motioned to approval of the November 26, 2019 minutes. The motion was seconded by Ursula Syrova and all present voted to approve the November 26, 2019 minutes. Those not present at the November 26, 2019 meeting abstained.

3. Public Presentations

There were no Public Presentations

4. Receive update from Gigantic Idea Studio on plans for Cups Campaign. Approve all media content. Discuss training plan and staff time allocation for participating cities.

Lisa Duba said for the Cups Campaign: she is handling media and promotions while Nicole Greenspan is heading up the coffee shop recruitment.

Nicole Greenspan gave an overview:

- Have 13 cities confirmed

- Started rolling out to list of businesses provided by jurisdictions

 - reached out to 200 businesses and followed up with 65 that showed interest

 - 30 have followed up from email and have 12 businesses confirmed

 - Businesses have been enthusiastic about having customers bring reusable cups

 - Also interested in social media

 - Some had concern about taking up too much space

 - Business that have committed said they don't need site visit, only need set up at the end of March (hoping won't need as much city staff time)

 - Follow up with city staff so they know which business are participating for set up and potential local supplemental advertising

- Nicole confirmed participating businesses are contributing a \$100 gift cart/certificate to raffle off

- Business Guide – has checklist and goes through each step

 - Edits and comments to the guide will be due to Michele Young by Thursday, March 5 so that they can be compiled sent to GIS by Friday, March 6

Lisa Duba discussed the hashtags

- Try to engage environmentally friendly groups to get them to meet up and post photos of their meet up posing with their reusable cups need hashtag system

 - Propose BYOCup2020 as hashtag since it is unique and no activity currently so it would be easy to track results of the campaign; supplement with popular hashtag for attention like: reusablecup and reducewaste

 - Subcommittee member recommended include city name to bring greater awareness and possibly spark city pride/competitiveness

 - Meet up kit is a promotional tactic to ask like-minded people make reusable cups visible: ask people in groups, list serves, zero waste blog leaders, etc. with message going out to them so sometime in April, look for one of the businesses, meet there with friends and take a photo and use the hashtags – mobilize social influencers on cups

Lisa discussed the reach of the Mercury News vs. local publications: Mercury News has more subscriptions and covers the geographic area more equally. The package includes an advertorial and a print ad. The print ad was a thank you to the businesses by listing them and promoting the campaign. Advertorial is worded like a newspaper article although it has paid advertising on the top but allows to get at other issues about the campaign. Want to get a quote from a business (only one space for one) – Great Bear Coffee in Los Gatos or Phils. Subcommittee members felt a local business was better than a chain. The advertorial is about 420 words and there is a shorter version of about 250 words for newsletter blurbs and Nextdoor blurbs. Any comments about the advertorial content will need to be sent to Michele Young by Thursday, March 5.

The full page ad template has room for 77 business. Should be listed as a promotion rather than campaign. County is not taking money, won't need county counsel input. Need to update website to reflect the change.

It was suggested to include in the setup guide to have information/procedures not to use a disposable cup to fill a reusable cup.

Lisa Duba will check to see if raffle winners need to be 18 or older.

Email marketing need Santa Clara County sender – use SCCReduce.Waste address.

Digital campaign ad:

- Geographic use geofencing

- Media:

 - Facebook – views watch video

 - Facebook – click to website

 - [Change 'participating restaurants' to 'participating cafes, coffee and tea shops']

 - Nextdoor or Newsletter blurb

 - Event poster or fliers to give out (approved)

 - Earned Media – City channels

Schedule:

- Working on paid and earned media plan

- Need list of promotion opportunities by March 10 and will have Google.doc ready by March 13

- End of March: will finish phone and follow up outreach to businesses; pitching promotion for earned media coverage, writing content, update website with business partners; placing media and visiting businesses

- April: running paid media and social media; check with businesses mid-month to see if campaign is running smoothly; will have materials available at County office (such as additional raffle tickets)

- May: visiting businesses to collect tickets and get feedback; do give away drawing; announce winners; final evaluation

5. Informational Items/Roundtable

Sunnyvale – Earth Day April 18

Mountain View – Earth Day April 18

Cupertino – Earth Day April 18

Santa Clara – Earth Day April 23 focused on elementary school students

- March 26 composting class and making bins

Morgan Hill – Earth Day April 18

- contacted by American Association of Universities to provide workshops and talks

Los Altos – Earth Day April 22

San Jose – Will have event but not sure when.

Michele Young wanted people to know the South Bay Green Gardens website lists events.

Roger Ross said in May they are messaging Keep it Clean Santa Clara County is reminding people not to litter and have a way to report litter which will be routed to corresponding jurisdiction.

6. Adjournment: The meeting was adjourned at 10:50 a.m.

Next meeting is March 24