

# 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>



## PUBLIC SUBCOMMITTEE MEETING MINUTES January 28, 2020

### ATTENDANCE

Andi Borowski*	City of Morgan Hill
Clifton Chew	County of Santa Clara RWRD
Lisa Duba	GIS
Nicole Greenspan	GIS
Wendy Hediger*	City of Palo Alto
Maija McDonald*	Acterra
Ursula Syrova*	City of Cupertino
Donna Thurmon*	City of San Jose
Michele Young	County of Santa Clara RWRD
Linda Grand	City of Milpitas
Baily Hall	City of Sunnyvale
Peri Newby	City of Sunnyvale
Andrea Trese	City of Los Altos
Karin Hickey*	City of Santa Clara
Cheri Donnelly*	City of Cupertino
Alex Wykoff	City of Cupertino

\*denotes voting member or alternate

On phone:

No one on the phone

### 1. Call to Order

Ursula Syrova called the meeting to order at 9:30 a.m. A quorum of seven was present. Those present and on the phone introduced themselves.

### 2. Approval of Draft Minutes of November 26, 2019

No minutes to approve.

### 3. Public Presentations

There were no Public Presentations

### 4. Receive update from Gigantic Idea Studio on Gift Campaign results and plan for Cups Campaign. Approve proposed Media Plan and collateral items

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

Lisa Duba gave an update on the campaigns:

- Gift Campaign
  - From mid-November to December 23
  - Budget \$12,300 for YouTube and exceed goals at just under \$10,000
  - Budget \$5500 for Facebook to view video and spent \$3400
  - Budget \$2200 for Facebook web visits (separate from Facebook video) and spent \$890
  - Met targets with \$5,679.92 remaining.
  - County analytics during campaign
    - 2676 page views
    - Traffic sources: 37% YouTube; 22% Facebook; 0.6% Instagram; 33% direct
    - Had 18 external clicks (most popular was list of museums)
- Cup Campaign
  - Thanked all jurisdictions for providing a list of potential businesses
    - Confirmed: Cupertino; Gilroy; Los Gatos; Milpitas; Morgan Hill; Mountain View; Palo Alto; San Jose; Santa Clara and Sunnyvale
    - Interest from: Campbell; Los Altos; Los Altos Hills and Saratoga
  - After today's approval of collateral materials and initial media plan; will start pitching plan to businesses to gain interest and then follow up with flier so they know that it entails
  - Interested parties will get a site visit with materials to show how things are set up
  - Anticipate visits to begin mid-February
  - Will provide support for staff with the first visit and hope they will be able to carry on with five to ten other interested businesses (anticipated 15-20 hrs staff time)
  - Once confirmed, they will go back in late-March to set up materials and train staff
  - Media Plan
    - Have about \$70,600 with monies left from Gift Campaign
    - Promote videos from last year - \$10K for Facebook, YouTube and Instagram
    - Digital Package includes digital ads aimed at site specific participating businesses and an email campaign
    - Advertorial – advocacy in an a print ad
    - Full page ad in Mercury News on Sunday edition listing all participating businesses
    - \$2600 assistance: meet-ups at coffee shops; hash tag on social media
    - Asking businesses to donate \$100 since County cannot operate a raffle
    - Geofencing is targeted advertising to a specific location
  - The subcommittee wanted a comparison on between running neighborhood papers vs Mercury News so see the difference and perhaps get a better offer
  - GIS will provide a press release that jurisdictions can run in their local area – would need a planning document to track all the ads to avoid duplication and aid tracking
  - Social influence – get people together and boost business; neighborhood groups
  - Got approval to print list of participating businesses
  - Collateral
    - Page 1 – Business Recruitment Flier
    - Page 2 – Signage
    - Page 3 – web copy

- Correct the ‘120 billion cups used ~~every day~~’ to every year
- The data came from ReThink Disposable
- What’s in it for you – remove mention of raffle
- Need to have a gift card donation to be considered a participating business
- Clarified digital advertising to include geotargeting
- City logo can be added to flier to show City engagement (possible additional local advertising etc.)
- Reword to show each business has a raffle winner of \$100 value
- It was noted that a purchase was not necessary to participate in the raffle (just need to use reusable cup)
- Any business may participate (i.e. pizza parlor that allows reusable cups)
- Website would have the following
  - Before launch – become a participating business (same as recruitment flier)
  - Once finalized - Switch to list the businesses
  - Include ‘meet ups’ and tips to remember your cup
- Ursula Syrova and Michele Young were given the ability to approve any additional changes by end of the week to move forward
  - February – bring all the final creative, media plan, advertorial and press release and will be sent out ahead time to allow people to read it
  - Schedule was similar to before and will be finalized next month

**5. Update on funding proposal for TAC PubEd and SCVURPPP Watershed Education and Outreach Ad Hoc Task Group (WEO AHTG) shared messaging on the topic of reducing use of single-use disposable items**

Ursula Syrova said IC funded the proposal at \$75K with \$50K from IC/TAC and \$25K from SCVURPPP. PubEd Subcommittee will work out the details in the future.

**6. Sharks 20-21 Season Campaign Topics**

Michele Young said the Shark’s campaign for next season starts in October. Showed Recycle Right, HHW campaign, Litter and Pollution Prevention (flea treatment) were some of the strategies they ran this year. Used Facebook, Twitter, Google Ads, VTA bus routes and in stadium advertising. Half the campaign are run with Commission logo. Asking for any ideas for campaigns next season. Possible use of the joint campaign with SCVURPPP on reusables. Still want to use the website for Recycle Right.

**7. Informational Items/Roundtable**

Ursula Syrova wanted to let subcommittee member know that Cupertino Mayor requested 200 reusable utensils at the State of the City address. Large requests will be considered. It was requested to resend out the link for the prize wheel and give away items.

**8. Adjournment:** The meeting was adjourned at 11:26 a.m.