

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 27, 2018

ATTENDANCE

Andi Borowski*	City of Morgan Hill
Lisa Duba	Gigantic Idea Studio
Karen Gissibl*	City of Sunnyvale
Karin Hickey*	City of Santa Clara
Allyn McAuley	City of San Jose
Bruce Olszewski*	SJSU
Nancy Roberts	Gigantic Idea Studio
Lisa Rose	County of Santa Clara RWRD
Roger Ross	CEPA Marketing
Lori Topley*	City of Mountain View
Ingrid Velasquez	City of Cupertino
Junko Vroman*	City of San Jose

CALL-IN ATTENDANCE

Ursula Syrova, City of Cupertino

*denotes voting member

1. Call to Order

Karin Hickey called the meeting to order at 9:31 a.m. A quorum of six was present. Those present introduced themselves.

2. Approval of Minutes

Lori motioned approval of minutes from December 19, 2017 meeting; Karen seconded; all present voted to approve; those not at the last meeting abstained.

3. Public Presentations

There were no Public Presentations

4. Recycling missed opportunities/common curbside matrix

Karin wanted to go over the list of materials and note there are some materials that are missed opportunities and that the campaign will cover some of those areas

5. Review of GIS campaign proposal

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

Recycling and Source Reduction and do research on Source Reduction while Recycling campaign launches. Lisa went over the revised Scope. Original proposal broken down into many tasks – simplifying in the revised version.

Task 1 – Research (summer for Source Reduction)

Task 2a Recycling Campaign - summer

Task 2b Source Reduction Campaign – Waste free Gift Giving in Nov/Dec 2018 followed by reusables in spring 2019

Task 3 – Media Roll out

Work on social media during gap periods to keep ideas top of mind

Budget split in half between campaigns

\$20k for digital

\$70k for reusables

\$5k for social media promotion over entire campaign period

Originally \$30k allocated for Research survey – mainstream English survey (200 complete surveys) and intercept interviews for Chinese/Spanish speakers (100 complete surveys per language); includes analysis GIS would provide links and language for jurisdictions to cross promote the surveys for greater reach. 40 questions, not open ended; 10 minutes or less; survey panels already in a pool.

Recommending working in questions about gift giving – waste-free gifts – a great model used in Palo Alto and Vancouver – “Create Memories, Not Waste” theme. Bruce said CDR has a list of waste-free gifts.

For Source Reduction, focus on reusable coffee cups/mugs and cold beverage/water bottles;

Objectives need to be given to GIS by end of this week;

If we stay on track, the survey will be ready to go at end of March.

GIS still needs to develop intercept areas.

Bruce suggested including one open ended question at the end with a list of all comments; can add cost for translating responses; Karin asked if there is a way to have people submit questions separately to the website and Lisa said it may be challenging to get people to redirect and better to keep on the survey. All else will be tabulated and presented. Lisa will see what that will do to timeline and cost for adding open ended question.

Family and future is good for reaching Latino community; Asian market prefers to see adults teaching kids; testimonial versus thought bubble; “find your joy – recycle right” soccer player kicking a can onto the blue bin. Youth soccer league, ballet class; etc. “No matter what you drink, recycle the bottle” – recycling unites us all.

Bruce likes the blue color scheme on the paper recycling; he doesn’t like focus on the future for kids; prefers healthy environment now. InterEthnica research says Latino community likes a brighter, healthier future for their kids. Movement would be in a studio; Testimonials will be shot in various locations. Action: find out how – go to reducewaste.org. Can add verbiage at end of the video clip explaining why important to recycle right.

Allyn likes concepts 2 and 3. Karen said #3 gets you to the point and is very specific. Will need good direction and agreement on featured products – cans, bottles, yogurt containers, cardboard, etc. For these you’d see people more at home or generic community, not specific to a city.

Bruce noted that cans and bottles are CRV and readily recyclable. Karin reminded that this had been discussed and that data shows bottles and cans are still problematic.

Allyn likes the movement message with action, sports, etc. It's less linear connection and more about joy in life and instilling body memory. Approval given by multicultural team and represent demographic. Recommended to get community input on what products are used by various demographics.

Karin wanted more of an explanation of Find Your Joy. Showing kids in a youth soccer, gymnastics, little league would be good for movement and works with many demographics. Live Large – Recycle Right was considered but also connotated spending money.

Research objectives – waste free gift giving and reusable beverage containers (hot and cold). Karin motioned that we choose these two items for research objectives. Lori seconded. All voted to approve.

Lisa will send survey to Lisa Rose and she will distribute to TAC list.

6. Prize Wheel update

Lisa and Karin researched prize wheels. Originally budgeted \$300 for prize wheel. Lisa will check with Procurement about using a P-card to purchase - \$285 at 4imprint (mini and micro). Lisa will send out the links to the County's vendors. Given that the wheels are much more expensive than previously thought, Lori thought it would be okay to go over original cost of \$300 as long as we get two wheels.

7. Giveaway Funding/Timeline

The logo for the PubEd Campaign will be the RWRC logo with ReduceWaste.org on it. Remove magnets from the list. Bruce said they bought pens made from recycled bottles.

8. Information Roundtable

- San Jose just launched online business survey for web drive program asking if they have right receptacles, etc.
- Andi said she appreciates videos and links Lisa has been sending. She did a survey monkey that went to residential customers and received about 400 responses. Added a QR code to a bill insert, used a lot of different mechanisms to get the word out.
- Junko asked if Linden had asked for collateral that you use to distribute to residents. Lisa can ask Gigantic for the responses.
- Karin said Santa Clara did survey for food scrap area; sent a follow up postcard with results of the surveys to all 5,000 pilot customers. Photo shoot today for tips and tricks.
- Karen said Sunnyvale did lid flip for 600 households; 55% of residents using the cart, 20% not using it at all; people generally filling their carts to 75%. Gigantic did a one-minute video for Sunnyvale and submitted it for an award.
- Bruce – RecycleStuff website changes made – tabs at top are not being used – so they added colors to them. Left of the company is the services they provide. Added a City of XXX trash link that shows what goes in the garbage in each city. Hired Emily Coven from Recyclist – ran Facebook ads; in phase 2 of the ads; updating all listings on the website currently.
- Ingrid said that Cupertino continues MFD outreach visiting them and assessing how they wish to receive info, organics recycling videos being made, recycling quiz on the website; tabling at Farmer's Market this weekend
- Lisa said their haulers did a survey on behalf of the county to learn about customers' experience with haulers/service. She also mentioned the London Starbucks charging 7 pence for paper cups that had

been previously mentioned during the meeting.

9. Future agenda items discussion**

10. Adjournment**

The meeting was adjourned at 11:03 a.m.

NEXT PUB ED MEETING: March 27, 2018