

County of Santa Clara

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

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PUBLIC SUBCOMMITTEE MEETING MINUTES March 27, 2018

ATTENDANCE

Andi Borowski*	City of Morgan Hill
Lisa Duba	Gigantic Idea Studio
Karen Gissibl*	City of Sunnyvale
Wendy Hediger*	City of Palo Alto
Karin Hickey*	City of Santa Clara
Allyn McAuley	City of San Jose
Andrew Park	County of Santa Clara HHW
Lisa Rose	County of Santa Clara RWRD
Ursula Syrova	City of Cupertino
Ingrid Velasquez	City of Cupertino
Junko Vroman*	City of San Jose

CALL-IN ATTENDANCE

Lori Topley*	City of Mountain View
Jeanette Tapiru (?)	City of Milpitas

*denotes voting member

1. Call to Order

Karin Hickey called the meeting to order at 9:34 a.m. A quorum of six (6) was present. Those present introduced themselves.

2. Approval of Minutes

Junko motioned approval of minutes from February 27, 2018 meeting; Karen seconded; all present voted to approve; those not at the last meeting abstained.

3. Public Presentations

There were no Public Presentations

4. Review of GIS Campaign Survey

Lisa Duba went over the results of the survey – #4 (the “items” one) was the concept that won, but just shy of the “movement” (#3) concept. Because the survey results were so close in terms of the favorite and because of logistics issues that might sway the decision, there was discussion about which should be chosen. Most were not happy with the slogan suggested but that can be rewritten. More importantly to consider:

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

With the “items” concept they cannot have any name-brand labeling – would require fake product names. All videos will need to be filmed in one day at one location which can be challenging. The memo explained these concepts in more detail. Can do people drinking/eating products against white or green screen and would need at least 4-5 people. Could use the same people to film all different material categories (yogurt, beverages, packaging/boxes). There is a small stipend of about \$200 per person if there for a full day, otherwise \$75-\$100. Relabeling products can be very challenging in that they are less identifiable to the audience.

The Movement concept was always intended to be done in studio with white background so wouldn't deviate too much between shoots or require different settings.

Karen asked about other slogans if we went with movement campaign. Soccer can be eliminated (because of similarity with the current HHW outreach campaign with the Quakes) if need be and use another sport. Can also use a disabled person, or someone less mobile or someone doing goofy dance moves – does not have to be a professional sports/dance person.

Wendy asked how the “items” campaign would incorporate norming. Lisa said everyone does this activity and reminds them to recycle.

Karen said she is open to going in a different direction and prefers the “movement” now over the “items” one.

Lori likes concept 2 – movement instead of the items. The “items” one seems more typical of what has already been done and message is more about recycling versus Recycle Right and driving people to the website to see what is recyclable in their community and less about being literal. She thinks there are a lot of taglines that can be used besides “find your joy.”

Karen sees the point and likes Recycle Right given the current state of recycling.

Karin said one thing that concerned her was to avoid fad-type dance moves (flossing/dabbing) because it may not be relevant in a year or so.

Karin asked if anyone had strong objections to one or the other of the campaigns. Wendy is not a fan of the “items” campaign for similar reasons Lori noted and the need to replace labels with fake ones. Ursula was more in favor of items but can be persuaded to the “movement” one. She doesn't see the literal connection but could still go in that direction. No matter how good or bad you are at something, you can still be good at recycling. Can incorporate simple lifestyle actions such as dog walking.

Karin noted that we need to make a decision today. If we choose concept 2 – “movement,” tag lines can be adjusted. She asked for a show of hands for concept 3 (“items”). No one voted for that choice so we will move forward with concept 2 – “movement.”

Lisa said they will come up with revised concepts and a short list of activities to film and revised taglines. Would like to have that decided before next meeting. Karin said it would be helpful if we can review before the meeting. There was clarification that the goal is to shoot 5 different videos/vignettes with people doing their movement plus 5 print treatments.

Junko asked about the tub that people are throwing the items into and asked if we can use something different. That is something we can all assist with. Cart is taller and awkward. The smaller bin is something you might use at home. Allyn asked if we can submit ideas for taglines and activities and Lisa responded that this would be great. Lisa Rose will collect ideas until next Friday and send to GIS. Items to be shown will be in next iteration (up to 5 items).

Allyn asked if we can start recruiting volunteers but too premature at this point. Lisa said Nextdoor and Facebook have been effective for recruiting or regular correspondence with residents. It would be good to have diverse people from diverse neighborhoods to be sure we cover everyone. Maximum of two people for the movement piece – want to include men in addition to women, kids, etc. Lisa said we need to stick to one big person (adult) or two children max per video/image.

5. Authorize subcommittee member to make minor decision regarding campaign to expedite process

Karin motioned that Karin and Lisa Rose be allowed to make minor decisions to expedite process. All voted to approve this motion. Karen Gissibl seconded and the motion passed unanimously.

6. Prize Wheel Update

Two options – both are 31 inches in diameter. Both have telescoping legs and can be tabletop or stand separately. One is \$437 and one is \$429. Differences are minor between the two. Both are made from plastic and are 14 pounds for each and do not come with cases. There is a smaller table top version at 21 inches wide and 30 inches tall. It also doesn't come with a case but one can be ordered. Karin said she would prefer smaller with a case. Most others agreed. The standing one needs something to weight it down so it doesn't fall over. All of them require you to make up your own labels for the segments of the wheel. Smaller is easier to manage if you're just one person at a table. Lisa Rose said the wheel can be stored in the composting warehouse and Karen motioned to go with the smaller version as long as the cost doesn't go over \$477 with the case. Karin seconded and the motion passed unanimously.

7. Giveaway Funding/Timeline

Karin had suggested several items from the catalog. Lisa Rose said we can get samples from vendor and will look for more durable products. Looking at availability of reusable straws and bamboo cutlery. Karen likes the metal bottles, but some look very small. Karin said a lot of the bottles need to be pre-washed which could be an issue if the intent is for them to be used at the event where you are giving them away. Washing would be an issue for any of these types of items being considered for immediate use for eating/drinking. The collapsible bottles are reusable but many people still throw them away. Junko did see stainless steel straws in a catalog under bar ware – not sure if they can be imprinted. She also saw silicone collapsible lunch boxes but start at \$6 each plus set up, delivery and print charges. Wendy said the aluminum bottles often have plastic liners and should be a non-option from a toxics side. Karen found a stainless steel spork for \$1.14. Lisa will check with admin to see if we can do sole source if a vendor doesn't have a specific product. Junko asked about where these events would take place – how would we determine events. Initially the thought was that these would be used by various jurisdictions but need to be done in an equitable manner. Storage may be an issue unless each jurisdiction can store their own. Karin said she will have samples by next meeting.

8. Info/Roundtable

Allyn said San Jose is looking for rate information and working on upgrading their website which should be up this spring. They also have been working on truck signage. All businesses are getting tips for keeping waste areas clean and secure as a responsible business owner to prevent illegal dumping. Junko said junk pickups are ongoing and being promoted. Wendy asked if they have seen a reduction and Allyn said not really but that the number of scheduled pick ups were about 5000 in January for single family residences. Wendy asked if there is a way to determine whether illegal dumping is from SFD or MFD. Allyn said they are mapping where things are being dumped but not the material being left. Seems to be more residential versus business waste. Allyn said there is the enforcement side too that can take license plate information so they can follow up.

Karin said the split cart pilot is going well. A follow up postcard survey was done and just a few people responded for follow up. Arbor Day celebration planning is under way and are using Mad Science to do a water conservation performance. They are working on solid waste and storm water rates.

Andi said Morgan Hill has Amgen tour coming through town in May 16. This is an international event and good opportunity for the City of Morgan Hill.

Ingrid said Cupertino is doing Multi-Family Dwelling (MFD) and business outreach for organics collection. They also have Arbor/Earth Day event coming up April 21.

Karen asked if Cupertino is cracking down on businesses that are not compliant with organics collection and asked if anyone has been working with strip malls. Ursula said Cupertino Village is challenging and Recology had a meeting with the management team and individual store managers and staff there. Karen would love to have a small meeting to discuss further how to address challenges with strip malls in particular where businesses are sharing waste bins. Allyn said a lot of the staff at strip mall businesses work nights while training is during the day.

Wendy said Palo Alto has new cards that promote capturing soiled paper in your green cart. They have greasy, gooey, grimy and wet videos. Capture rates were identified and only about 30% is being captured. Allyn asked if plastic cup liners can be pulled from cups – Wendy said it is screened off at the end of the composting process. Wendy said it also goes to digestion and then residual digestate goes to Z-Best. Wendy will share photo artwork from their new cards on request

Karen said Gigantic did a video for their food waste program and submitted for a Capio award. Participation rate is about 55% but would like to increase that number. Things have quieted down significantly since the launch.

9. Future Agenda Item Discussion

Strip malls

Junko had a question about purchasing giveaway items and the timeline. Ultimately would be good to make the purchases this fiscal year.

10. Adjournment

The meeting was adjourned at 10:53 a.m.

NEXT PUB ED MEETING: April 24, 2018