

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 July 24, 2018

ATTENDANCE

Andi Borowski*	City of Morgan Hill
Lisa Duba	Gigantic Idea Studio
Wendy Hediger*	City of Palo Alto
Karin Hickey*	City of Santa Clara
Allyn McAuley	City of San Jose
Laura Ofstad	Recyclist
Ursula Syrova	City of Cupertino
Lori Topley*	City of Mountain View
Junko Vroman*	City of San Jose

*denotes voting member

1. Call to Order

Karin Hickey called the meeting to order at 9:38 a.m. A quorum of five (5) was present. Those present introduced themselves.

2. Approval of Minutes

Lori motioned approval of minutes from the June 26, 2018 meeting; Wendy seconded. All present voted to approve the June; those not at the June 26 meeting abstained.

3. Public Presentations

There were no Public Presentations

4. Recyclist Presentation (heard out of order, following Gigantic Idea Studio due to technical difficulties)

Bruce introduced Laura Ofstad of Recyclist who has been working on updates to Center for the Development of Recycling (CDR) that was funded by IC. Work began about a year ago – there were six tasks that Laura will go over. Tasks included 1) design and run Facebook ads; 2) put together a media kit for use by cities and County; 3) design a promotional graphic that can be used by cities and the County to promote RecycleStuff.org; 4) SEO – search engine optimization assessment with recommendations; 5) research community partners and collateral for students to do more outreach; and 6) documentation of things that can be replicated over time such as Facebook ads.

Laura gave a brief overview of Recyclist and the database they have for tracking outreach and compliance for cities with regard to AB 340 and 1826. She then provided the details of each task. 1) Laura explained Search Engine Optimization (SEO) to get the most out of the RecycleStuff.org website and drive more

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

traffic to it. If not optimized, closing the door on 8 out of 10 visitors. Only 9% was organic; recommended architecture changes be made to direct more traffic to the site. Took those recommendations, requested additional \$5,000 and implemented recommendations. Bruce had a student do a bunch of searches before and after optimization and will report results at a later date.

The media kit included a redesigned logo with the full URL as the brand/name and a tagline with a call to action. Can be used in bill inserts. Each graphic has logo and tagline in two most common sizes for ads. These were provided to community partners along with a sample press release. Found LinkedIn to be a good free resource.

Recyclist designed two Facebook ads and shared them with TAC to get feedback and did two rounds of ads. More cost effective than Google AdWords and able to target specific audiences. They ran four weeks of ads cost \$2,000 and reached over 96k people and RecycleStuff Facebook page increased by 66%. RecycleStuff received 3-10 times more hits. Over 90% on mobile, so be sure optimized for mobile. In general, older females clicked on the graphic. Second campaign targeted male population. Hauling bulky items to landfill seemed to get men's attention. Over 10,000 saw the second ad because their friends clicked on and shared the ad. A city council member from Campbell shared it and that got many other to see it. Cost about \$0.26 per click. Recommend side by side ads to reduce costs per click. Provided future guidelines for RecycleStuff Facebook ads.

Recyclist developed a packet of materials for leveraging community partnerships. Put together a spreadsheet of environmental groups. Looked at how local government and haulers are promoting RecycleStuff, if they are. There is a lot of room to grow/promote RecycleStuff through haulers and local government. There were a lot of inconsistencies in how the information was being presented and promoted. This is where the media kit comes in handy and important to have consistent linking practices.

Laura said making sure RecycleStuff is optimized is the best recommendation from Recyclist – this is the foundation for all other forms of outreach, then implementing the media kit with consistent and standardized messaging. They also recommend continuing Facebook ads going forward.

Bruce talked about next steps – some things can be done by students, but Facebook ads cost money and they have a very limited operating budget. Lori commented that the \$15,000 was well spent and went a long way.

Karin asked about PSA language in the media kit. Laura responded that the press release is included. She also asked if the letter that talks about uniform language can be sent to Lisa Rose to disseminate to TAC members. Bruce said it's important to have the cities put the information on their sites. He thinks it will take more than an email to get noticed. Junko said the consistency in language is important and that the message from RecycleStuff be consistent so that all the cities are using the same information even down to what should be promoted – CDR versus Center for Department of Recycling vs RecycleStuff.org. Bruce suggested that everyone use RecycleStuff.org. Karin asked if the list of community partners included a list of Neighborhood or Homeowners Associations (HOAs). Bruce said there had been a list of HOA's but not sure if it was still active. Wendy said Palo Alto staff is prohibited from contacting HOAs. Junko said in San Jose they must ask the community groups/HOAs before they provide information directly to their residents or if it is okay to provide their contact information to haulers.

5. Update on Gigantic Idea Studio Ad Campaign

Lisa Duba provided an update on the campaign. She said the digital stats. Transit shelters and billboard are up, and many noted they have seen both. Lisa shared photos of the transit shelters on the Google Drive and asked others to post them there as well. Print is also running now but Lisa hasn't seen tear sheets. Lori said the Get in the Groove ad in the *Mountain View Voice* was on page 1. She has also seen on Instagram. Wendy saw it on Facebook. Others noted that they had seen the print ads in their local publications. The transit ads will run through August 6. Print ads will run every other week through mid-September. Lori saw

the basketball YouTube video on her Instagram. There is an algorithm to place ads. The tennis video is coming up soon. Once one video gets some traction, it snowballs. Tennis video has been most popular with 21k views, Be Mindful has had 2.5k views, single break dancer has had 1.1k views; basketball video has had just 170 views; Get in the Groove has had about 1.1k views. Facebook/Instagram video ads will be coming up in the future; currently just the static ads. Gigantic will work with the County to pull more data on Facebook ads and hits to the website. Karin asked if the artwork can be co-branded. Lisa said that is fine. She asked to hear more about what cities have done to tailor the Facebook ads using their own messaging. In addition to paid advertising, Lisa Rose is posting the campaign collateral at least every other week if not more. Karin said the City of Santa Clara had difficulty at first and had to get approval from City Manager's Office – but is posting now. Wendy has run the videos on the Palo Alto Facebook page. Lisa suggested that cities provide city-specific tips when they post to Facebook to give people the proper ways to recycle right in their city.

The research is done, and the report was sent to Lisa Rose for distribution before the August meeting. There are preliminary recommendations. Lisa Duba said there were no real surprises, but the Chinese intercepts showed people didn't know they could bring their own cups – so could be a great opportunity to educate that community. People generally supportive of incentives for bringing their own cups. She also noted that BayROC was running a similar campaign with the owl, dog and turtle. Lori said she likes the use of animals in that campaign. Wendy asked about metrics for the BayROC campaign and noted that we need to do metrics for the Gigantic campaign as well.

6. Giveaway Update

Karin said we were able to order three items – reusable straw with cleaner, reusable produce bag and reusable cutlery sets in a neoprene bag – all branded with RWRC logo. They are available for outreach events – talk to Lisa. Junko asked how many of each came in and Clif responded there are several boxes of each – will not run out any time soon. Clif said to use the request list that was sent out through GoogleDocs. Ursula suggested including each item in a separate column so that we can track number of items given out. Junko asked if it's possible to get 150 items rather than 100 for very large events. It was recommended she request 150 for this event and go from there. Lori said they do a Thursday night event throughout the summer and was asked to take photos of the prize wheel and what they put on it. She thinks they will put questions on it that people need to answer.

Andi asked if people can share their template and if it can be shared with other cities. It was recommended that someone save their file and send to Lisa to distribute.

7. Informational Items/Roundtable

Junko said they are promoting Recycle Right in San Jose through a postcard that went to single family residences. A yard trimmings postcard will also be going out. Street sweeping and Recycle Right will be going out to multi-family dwellings as well. She said each November a postcard (Annual Collection Service Notice) is sent out to all SFD residents. The City produces the postcard and pays for the printing and the haulers pay for the postage and mailing. The City also produces most other outreach pieces and the printing and distribution is paid for by the hauler per their contracts.

Andi said she is doing Recycle Right posts on the Morgan Hill Facebook page and posted Recycle Right info on their homepage. She will be promoting at National Night Out and use the prize wheel and has ordered items. Junko said they are also picking up giveaways for National Night Out.

Wendy said Palo Alto has summer interns going to multi-family who have contamination issues to discuss the food scraps program and offer food scrap bucket. They will also add in a flier about keeping recyclables clean. They will be working on a clean recyclables campaign in the very near future.

Bruce said at the beginning of the year they have a workplan and has set aside funding for the website. Will spend time analyzing what changes he wants to make and will bring to PubEd for discussion. School starts August 22. He will be reviewing and revising policies, training materials, online learning, etc. They use Kanvz to manage these things for students. Junko said recently San Jose did a packaging video and was trying to determine where plastic bags and air pillows would go. Sprouts would take some types of plastic and deflated air pillows for film recycling. She was hoping students could find stores that will accept these types of plastics. Bruce said they contact mail houses to see if they will accept foam peanuts and other packing materials to reuse before recycling them. Junko said she went back to Sprouts and now they only accept bags and not other film plastics. It would be great if the air pillows could be accepted with plastic bags. Bruce said he can make this a research project later in the year when he has a full staff. Wendy confirmed that Palo Alto still accepts in the recycling cart. Allyn said they stopped accepting film plastic where he lives and not available at the local stores. Lori said Mountain View will take it at their buy back drop off recycling center, but not curbside. Anyone can drop off materials, but for buy back they need to talk to an attendant. Bruce thanks Junko and said any city that has these types of projects should send them to him and he will prioritize projects. Karin said the stores near her will only take clear plastic bags and no longer accept opaque or colored ones.

Ursula said Cupertino is also running the Recycle Right information on their city channels along with other environmental programs. They have hired Cascadia to sort through garbage this week for visual sorting at the SMaRT Station to review all three teams. They will be seeing 10 set outs per day over five days in different parts of the city. One resident did not want them collecting his garbage and asked them to put it back. Lori said they swapped out carts very quickly and went unnoticed. Bruce asked that they share results with Pub Ed or TAC and Ursula said they would. Ursula noted that one 96-gallon cart at a home was primarily full of cat litter.

Bruce asked, and Junko confirmed that San Jose did a project to identify which areas of town were more apt to have illegal dumping.

Karin said City of Santa Clara will be presenting at CRRA along with Sunnyvale on food scrap programs on Saturday. One neighborhood in Santa Clara is having a huge issue with contamination Recology wants to pull all their carts. The c

Lauren Dickinson from Cupertino will also be presenting at CRRA on Sunday.

Bruce asked if he should summarize the 74-page report that Recyclist provided and all agreed he should summarize it for the quarterly report to TAC.

8. Adjournment

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

NEXT PUB ED MEETING: August 28, 2018